



DEPARTMENT OF THE NAVY
CHIEF OF NAVAL EDUCATION AND TRAINING
NAVAL AIR STATION
PENSACOLA, FLORIDA 32508-5100

CNETINST 5290.3A
N-631
APR 11 1991

CNET INSTRUCTION 5290.3A

Subj: CHIEF OF NAVAL EDUCATION AND TRAINING (CNET) VISUAL INFORMATION (VI)
PROGRAM MANAGEMENT

Ref: (a) DOD 5040.2 (NOTAL)
(b) SECNAVINST 5290.1B
(c) OPNAVINST 5290.1A
(d) CNETINST 1540.6C
(e) CNETINST 1550.10
(f) Title 17, Section 107, USC
(g) CNETINST 4010.2E

MAINTAIN COPY
RETURN TO
ADMIN SERVICES
BLDG. 2435

Encl: (1) CNET Visual Information Program Management and Operations Manual

1. Purpose. To implement references (a), (b), and (c), to provide policy information and procedures for the management of the Naval Education and Training Command (NAVEDTRACOM) VI Program, and to assign responsibilities for the management and operation of Visual Information Support Centers (VISCs) and Dedicated Visual Information Support Activities (DVISAs). This instruction has been extensively revised and should be read in its entirety.

2. Cancellation. CNETINST 5290.3

3. Background. In recent years, the Congress, Office of Management and Budget, Department of Defense (DoD), and the Secretary of the Navy have been critical of the manner in which the VI resources in the Federal Government have been managed. In general, the criticism has centered on such areas as (1) lack of centralized management information and control, (2) duplication of services, (3) proliferation and underutilization of facilities, (4) lack of software and hardware standardization. The Defense Audiovisual Management and Policy Office was established to provide policy for the management and operation of DoD VI activities. VI management remains a matter of interest at all levels of government, and complete accountability of VI products, equipment, facilities, and resources is required.

4. Applicability and Scope. This instruction applies to all CNET activities which require the use of VI materials to meet training objectives in approved curriculum, to activities authorized to produce VI products, to personnel involved in the management/production/acquisition of VI materials, and to personnel who manage VI facilities. The provisions of this directive do not apply to the functional areas specified in paragraph 8 of reference (c) under the heading of "Exclusions."

5. Definitions. See appendix A, enclosure (1).

6. Policy

a. The Naval Education and Training Program Management Support Activity (NETPMSA) is the CNET agent for VI matters in the NAVEDTRACOM. The major claimant VI Management and Policy Office, required by reference (c), is located at NETPMSA.

b. The policy of CNET is to:

(1) Establish and maintain Regional Support Centers (RSCs), VISCs, and DVISAs for the provision of VI curriculum support materials to NAVEDTRACOM activities.

(2) Centrally manage and operate authorized RSCs, VISCs, and DVISAs in support of authorized programs.

(3) Limit VI production capability to activities designated as RSCs, VISCs, and DVISAs.

7. Responsibilities and Procedures. Detailed procedural guidance is provided in enclosure (1). The CNET Major Claimant VI Management Office (MCVIMO) provides overall policy and management. The general responsibilities within NAVEDTRACOM are as follows:

a. Functional Commanders

(1) Maintain a VI management office within the existing management structure to be responsible for VI matters within the command.

(2) Ensure that the provisions of this instruction are followed by all activities for requirements analysis, design, development, production, acquisition, implementation, control, distribution, revision and utilization of all VI materials.

(3) Review and approve or disapprove new VI requirements and existing VI productions in need of revision and forward requirements to the appropriate RSC for requirement analysis, development, production, inventory, and distribution.

(4) Ensure that VISCs and DVISAs under their cognizance are operated in accordance with applicable instructions.

(5) Conduct an annual currency review of all VI productions assigned to the functional commander as the Office of Primary Review (OPR).

(6) Budget and fund for revision of category 2 and 3 productions assigned to the commands as OPR (including replication/duplication costs for initial and supplemental distribution prints and travel costs for Technical Advisors (TAs) and Training Consultants (TCs) assigned to the productions).

(7) Assign TAs and TCs as required, and provide funding for associated travel during development and production. The duties and responsibilities of a TA are specified in enclosure (1), chapter 2, paragraph 2-12.

(8) Provide representation to CNET VI Management Conferences as required.

(9) Ensure that all activities which require VI support designate an individual to function as the VI Management Point of Contact (VIMPOC). The duties of a VIMPOC are defined in enclosure (1), chapter 1, paragraph 1.5.

b. NAVEDTRACOM Activities

(1) Activities authorized to produce and distribute VI productions shall ensure that the provisions of this instruction are followed for requirements analysis, design, development, production, inventory, and distribution.

(2) The Curriculum Instructional Standards Officer (CISO), reference (d), shall ensure VI development is in accordance with design and development requirements contained in reference (e). Recording of commercial radio, television, or cablevision transmission for use in a NAVEDTRACOM course is prohibited unless prior clearance is obtained in accordance with reference (f).

(3) Activities which operate photo labs should implement an effective silver recovery program for turn-in to the command supply officer. Additional guidance on this program is contained in reference (g).

(4) Activities not authorized VI production capability shall ensure that valid requirements for VI productions are submitted in accordance with the provisions of this instruction to their functional commander for review and approval prior to being forwarded to the appropriate VISC or RSC.

(5) Designate an individual within the activity as the VIMPOC and provide the individual's name, rate or rank, PRD or EAOS, and phone number to the VISC. The duties and responsibilities of a VIMPOC are specified in enclosure (1).

c. RSCs

(1) Ensure compliance with the provisions of this instruction and policy and procedures contained in reference (c).

(2) Provide representation and participation to the CNET VI Management Conferences as required.

d. VISCs

(1) Ensure compliance with the provisions of this instruction and policy and procedures contained in reference (c).

(2) Ensure validation by requesting activity primary VIMPOC or alternate prior to providing VI services and products.

CNETINST 5290.3A
APR 11 1991

8. Action. Functional commanders, VISCs, and DVISAs, and VI user activities shall take the necessary action to implement the procedures specified in enclosure (1) and policy and procedures contained in reference (c).

9. Forms Availability. Forms required by this instruction may be obtained as follows:

a. DD Forms may be obtained by writing

Commanding Officer
Naval Publications and Forms Center
5801 Tabor Avenue
Philadelphia, PA 19120

b. OPNAV Forms may be procured through local supply channels (SERVMART).

10. Reports. The following report control symbols have been assigned:

a. Visual Information Annual Activity Report (DD 2054/1) - DD-PA(A)1438 (5290)

b. Audiovisual Production and Library Report (DD 2054/2) - DD-PA(A)1438 (5290)

c. Visual Information Production Request, Evaluation and Approval (DD 1995-1 and DD 1995-2) - DD-PA(D)1381(5290)

Barbara Hodgins

Distribution (CNETINST 5218.1E, Case A):
Lists I, II, III (less 9, 10, 11,), IV through X
SNDL FT74 (NJROTCU) (1)
C15 (NJROTC Area Managers) (1)

Copy to:
SNDL A3 (CNO (OP-112, O9BG))
FKA1A (COMNAVAIRSYSCOM (AIR 547))
FKA1G (COMNAVSEASYSYSCOM (SEA 05L1))
23C3 (COMNAVRESFOR) (2)

Stocked:
Chief of Naval Education and Training (Code 00111)
Naval Air Station
Pensacola, FL 32508-5100



CNET

VISUAL INFORMATION

MANAGEMENT AND OPERATIONS

MANUAL

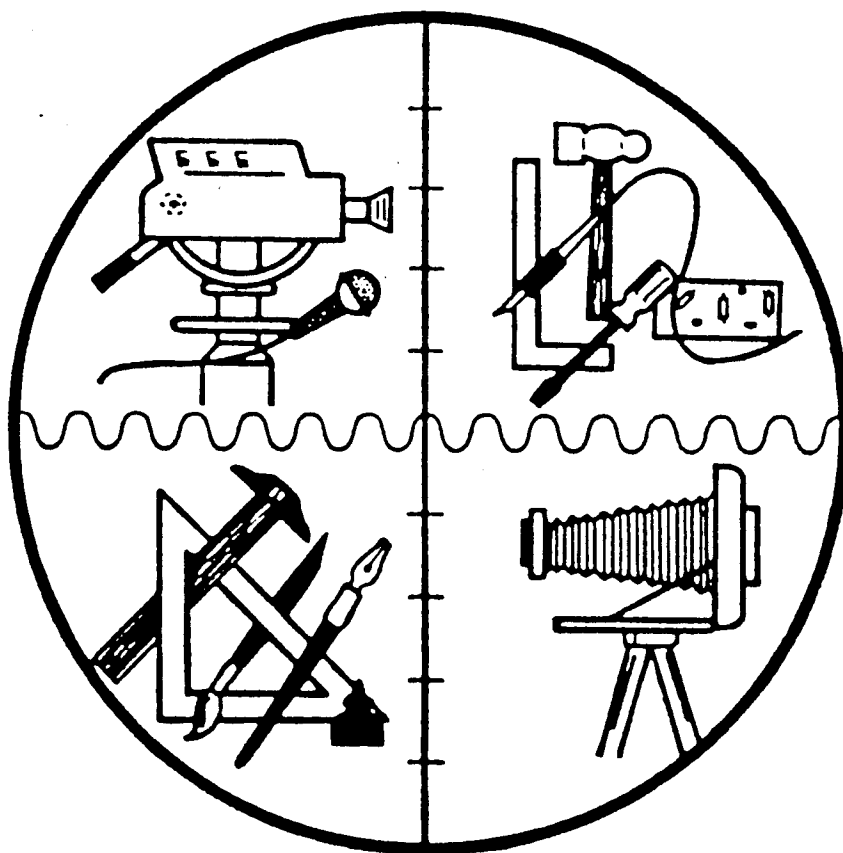


TABLE OF CONTENTS

		<u>Page No.</u>
<u>Chapter 1</u>	MANAGEMENT OF VISUAL INFORMATION SUPPORT CENTERS	
1.1	Background	I-1
1.2	VISC Mission and Function	I-1
1.3	Duties of the VISC Manager	I-1
1.4	Duties of the DVISA Manager	I-3
1.5	Responsibility of VI User Commands	I-3
1.6	Support Priorities	I-4
<u>Chapter 2</u>	VISUAL INFORMATION PRODUCTIONS	
2.1	General	II-1
2.2	Limitations on VI Productions	II-1
2.3	CNET Annual VI Production Program	II-2
2.4	VI Production Categories	II-2
2.5	Submission and Validation of Production Requirements	II-2
2.6	Analysis/Validation of Requirements	II-5
2.7	Production Formats	II-5
2.8	Provision of Technical Advisor, Training Consultant, and Project Manager	II-6
2.9	Production Activation	II-6
2.10	Production	II-7
2.11	Budgeting and Funding	II-7
2.12	Responsibilities of the Technical Advisor	II-7
2.13	Responsibilities of the Project Manager	II-9
2.14	Use of Government Personnel as Performers in VI Productions	II-11

		<u>Page No.</u>
<u>Chapter 3</u>	VISUAL INFORMATION EQUIPMENT	
3.1	Background	III-1
3.2	Exclusions	III-1
3.3	Submission of Requirements	III-2
3.4	Military Construction (MILCON)	III-3
3.5	Use of Visual Information Equipment by Civilian Contractors	III-3
3.6	Equipment Formats	III-3
3.7	Procedures for Requesting and Reporting VI Equipment	III-4
3.8	Responsibilities of VISC Managers, VI Equipment Users, and Functional Commanders	III-5
<u>Chapter 4</u>	MANAGEMENT, REPRODUCTION, DISTRIBUTION, AND DISPOSAL OF VISUAL INFORMATION PRODUCTIONS	
4.1	General	IV-1
4.2	Reproduction	IV-1
4.3	Distribution of VI Productions	IV-1
4.4	Disposal of VI Productions	IV-2
<u>Chapter 5</u>	VISUAL INFORMATION SERVICES	
5.1	Submission of Requirements for VI Services	V-1
<u>Chapter 6</u>	MANAGEMENT OF VISUAL INFORMATION RECORDS	
6.1	General	VI-1
6.2	Disposal of VI Records	VI-1
<u>Chapter 7</u>	PRECIOUS METALS RECOVERY PROGRAM	
7.1	Background	VII-1
7.2	Procedures for Disposal	VII-1

Chapter 8 MANAGEMENT INFORMATION SYSTEMS

Section A: The Defense Automated Visual Information System (DAVIS)

8.1	General	VIII-1
8.2	System Concept	VIII-1
8.3	Access to DAVIS	VIII-1
8.4	Training for DAVIS Users	VIII-2

Section B: CNET Program Automated Tracking System (CPATS)

8.5	System Concept	VIII-3
8.6	Program Change Forms	VIII-3

Section C: Visual Information Computerized Data Base (VICDB)

8.7	System Concept	VIII-3
8.8	Submission of DD Form 2054/1 and 2	VIII-3

Chapter 9 COPYRIGHTS

9.1	Copyright Responsibility	IX-1
9.2	Procedures for Clearance	IX-1

Chapter 10 SPECIALIZED VISUAL INFORMATION TRAINING

10.1	General	X-1
10.2	Naval Schools of Photography	X-1
10.3	Identifying Photographic Skills	X-2
10.4	Special Training	X-2
10.5	Specialized Advanced Training	X-3
10.6	Submission of Application	X-3

APPENDICES

<u>Appendix A</u>	VI Information Definitions	A-1
<u>Appendix B</u>	CNET Visual Information Activity Support Chart	B-1
<u>Appendix C</u>	OPNAV Form 5290-1 (Request for Visual Information Services)	C-1
<u>Appendix D</u>	Visual Information Courseware Requirements Flowchart	D-1
<u>Appendix E</u>	DD Form 1995/1 (Visual Information Production Request and Evaluation Approval)	E-1
<u>Appendix F</u>	DD Form 1995/2 (DOD Visual Information Production Report)	F-1
<u>Appendix G</u>	Justification Requirements for Procurement of Visual Information Equipment	G-1
<u>Appendix H</u>	Visual Information Equipment Requirements Flowchart	H-1
<u>Appendix I</u>	Navy Visual Information Activity Authorization/Request Form (OPNAV 5290/3) (6-89)	I-1

- f. Establish, manage, and operate VI functions in accordance with applicable directives.
- g. Establish procedures for providing VI services from available resources and, when requirements exceed local authorized capabilities, from other sources provided by applicable directives.
- h. Monitor all VI activities in the VISC area of responsibility. Assure that proper controls have been established and are maintained concerning VI equipment and supplies to ensure utilization is for official purposes only.
- i. Establish procedures and maintain appropriate management records for production control and cost accounting so that workload data and product and services costs are available. Provide data as required to the command VI management office. Submit VI reports as required by the CNET VI Management and Policy Office and Navy VI Management and Policy Office. Current reports required are specified in reference (c).
- j. Exercise control over VISC VI functions. When a Host-Tenant Agreement exists, a tenant activity will be operationally responsive to the VISC manager for all matters relating to the activity's support requirements.
- k. Submit plans and programs for required VI capabilities through command channels for consideration and approval.
- l. Publish a local supplement to this directive, outlining the procedures and priorities for obtaining VI support as well as describing the limits of that support. Ensure that each supported organization within the jurisdiction of the VISC designates a person to serve as that organization's VI Management Point of Contact (VIMPOC). The VIMPOC will serve as the organizational link between the user activity and the VISC. As such, the VIMPOC must become fully familiar with the requirements of the organization and the capabilities and limitations of the VISC. Additionally, the VIMPOC must validate each Work Request (OPNAV 5290/1) submitted to the VISC. A copy is provided as Appendix C. Detailed responsibilities of a VIMPOC will be contained in local supplements to this directive.
- m. Review and coordinate all VI allowance or authorization change requests for the VISC.
- n. Act as an advisor/coordinator for all VI requirements within the VISC area of responsibility.
- o. Validate requests for VI services or products as required. Questionable requirements will be returned to the requesting activity's VIMPOC for further validation.
- p. Ensure that all work centers which process materials containing photographic silver comply with current precious metals conservation directives.
- q. Manage and provide training for the VI personnel assigned to the VISC.

f. Establish, manage, and operate VI functions in accordance with applicable directives.

g. Establish procedures for providing VI services from available resource and, when requirements exceed local authorized capabilities, from other sources provided by applicable directives.

h. Monitor all VI activities in the VISC area of responsibility. Assure that proper controls have been established and are maintained concerning VI equipment and supplies to ensure utilization is for official purposes only.

i. Establish procedures and maintain appropriate management records for production control and cost accounting so that workload data and product and services costs are available. Provide data as required to the command VI management office. Submit VI reports as required by the CNET VI Management and Policy Office and Navy VI Management and Policy Office. Current reports required are specified in reference (c).

j. Exercise control over VISC VI functions. When a Host-Tenant Agreement exists, a tenant activity will be operationally responsive to the VISC manager for all matters relating to the activity's support requirements.

k. Submit plans and programs for required VI capabilities through command channels for consideration and approval.

l. Publish a local supplement to this directive, outlining the procedures and priorities for obtaining VI support as well as describing the limits of that support. Ensure that each supported organization within the jurisdiction of the VISC designates a person to serve as that organization's VI Management Point of Contact (VIMPOC). The VIMPOC will serve as the organizational link between the user activity and the VISC. As such, the VIMPOC must become fully familiar with the requirements of the organization and the capabilities and limitations of the VISC. Additionally, the VIMPOC must validate each Work Request (OPNAV 5290/1) submitted to the VISC. A copy is provided as Appendix C. Detailed responsibilities of a VIMPOC will be contained in local supplements to this directive.

m. Review and coordinate all VI allowance or authorization change requests for the VISC.

n. Act as an advisor/coordinator for all VI requirements within the VISC area of responsibility.

o. Validate requests for VI services or products as required. Questionable requirements will be returned to the requesting activity's VIMPOC for further validation.

p. Ensure that all work centers which process materials containing photographic silver comply with current precious metals conservation directives.

q. Manage and provide training for the VI personnel assigned to the VISC.

r. Maintain custody of all VI equipment assigned to the VISC and be responsible for its purchase, inventory reporting, maintenance, and repair. User equipment (projectors, video cassettes, players, etc.) may be sub-custodied to activities either on a short-term or permanent loan basis.

s. Submit POM data for unfunded VI materials through command channels, via the CNET Program Automated Tracking System (CPATS).

t. Act as area coordinator of support services through intra or inter-service support agreements to tenant activities and other local commands.

u. Maintain accountability of VI resources by implementing the VI Computerized Data Base (VICDB) Management Information System. (See Chapter 8)

1.4 Duties of the DVISA Manager

a. Plan, program, and budget for the operation and maintenance of the DVISA for meeting the requirements of the activity or school supported.

b. Manage VI resources as economically and responsively as possible while remaining within the framework of its area of responsibility.

c. Provide products and services to the activity or school as authorized.

d. Establish procedures for providing VI services within available resources and, when requirements exceed authorized capability, from other sources provided by applicable directives.

e. Implement the VICDB Management Information System (Chapter 8) and establish procedures for maintaining appropriate management records for production control and cost accounting so that workload data and product and services are available. Submit VI reports as required by the CNET VI Management and Policy Office and Navy Management and Policy Office (CNO (OP-09BG)).

f. Publish a local supplement to this directive outlining procedures and priorities for obtaining support from the DVISA.

g. Ensure procedures are implemented for recovery of precious metals.

h. Manage and provide training for personnel assigned to the DVISA.

1.5 Responsibility of VI User Commands

a. All NAVEDTRACOM activities supported by the VISC will be responsible for the following:

(1) Designate an individual within the activity as the VIMPOC whose duties entail responsibility for the management and coordination of all activity requirements. The activity will identify an individual to function as the VIMPOC and provide the individual's name, rate/rank, separation/transfer dates, and phone number to the VISC manager.

(2) Obtain all required VI support from or through the local VISC or its satellites.

(3) Identify activity VI requirements and provide appropriate budget information during the annual Operation and Maintenance, Navy (O&M,N) budget cycle to the VI manager providing support.

(4) Transfer all activity owned VI equipment to the VISC manager.

b. The user activity VIMPOC will be responsible for the following:

(1) Validating all activity VI requirements in coordination with the VISC manager and ensuring that all VI support requests are submitted on the appropriate form as follows:

(a) Requests for VI services or products (graphics, photography, equipment loans, etc.) shall be submitted using OPNAV Form 5290/1. A sample form is provided as Appendix C.

(b) Requests for VI productions (development, revision, adoption, off-the-shelf procurements, etc.) shall be submitted using DD Form 1995-1. A sample form is provided as Appendix E.

(2) Assisting the VISC manager by providing detailed information relative to the activity's VI requirements as required.

1.6 Support Priorities

a. VI support to CNET schools is the first priority of the VISC.

b. Other activities may be provided support on a not-to-interfere and cost reimbursable basis at the discretion of the VISC manager.

CHAPTER 2

VISUAL INFORMATION PRODUCTIONS

2.1 General

a. The VI medium is an effective means of conveying information, whether to large groups or through an individualized training approach. Since some types of VI productions may involve considerable commitments of resources, both the Department of Defense Audiovisual Policy Office and the Navy's VI management office control the approval of and require reports and documentation for VI productions to ensure cost-effective management. References (a) and (c) apply. As a result, alternate methods of communication should be considered and evaluated. The most cost-effective/training-effective method of conveying the intended message should be used.

b. Due to the continued high level interest in the management and reporting of VI resources in DoD, certain limitations have been imposed by higher authority on the production and reporting of resources expended for VI materials. Certain exemptions are provided in paragraph 3-1 of reference (c).

2.2 Limitations on VI Productions

a. VI productions are divided into three categories depending on the purpose, scope, and cost of the production to be developed, purchased, or adopted from other sources such as off-the-shelf (proprietary) procurements. Each category of production requires different levels of approval, and is subject to different cost ceilings and limits on the numbers of copies authorized. Definitions of VI production categories are provided in reference (c).

b. VISCs and DVISAs authorized by CNO (OP-09BG) will develop/produce VI support materials up to and including Category 1 productions. Activities designated as RSCs are authorized to develop/produce and reproduce Category 2 productions when approved and develop/produce and reproduce Category 1 productions for activities within their designated local area of support. Category 2 productions require prior approval by CNET and OPNAV. Production Category 3 requires CNET and OPNAV approval with production sites to be determined on a case-by-case basis. All VI productions adopted from other Government agencies, and commercial off-the-shelf acquisitions exceeding VISC authorization shall be obtained through the appropriate CNET Regional Support Center. Chapter 3 of reference (c) provides certain exclusions to procedures.

c. Copies of Department of Navy (DoN) VI productions are accountable VI records. DoN VI products shall not be copied or otherwise reproduced by NAVED TRACOM activities unless prior approval has been granted by CNO (OP-09BG). Copies of DoN products should be ordered via the appropriate BVISA or Regional Support Center in the distribution format(s) prescribed above for each intended exhibition or use. Additional guidance relative to reproduction of VI products is contained in reference (c).

APR 11 1991

2.3 CNET Annual VI Production Program

a. Reference (c) prohibits Navy activities from producing and/or purchasing any Category 2 or 3 production that has not been approved as part of the Navy Annual VI Production Program. The program establishes a Navy-wide planning mechanism by projecting requirements for a 3-year period from requirements submitted by all major claimants. Additional requirements arising during the fiscal year, not included in the annual submission, shall be validated using the DD 1995-1, and added to the Navy annual program by supplement. The 3-year program will be published annually by CNO (OP-09BG).

b. The CNET Annual Production Program begins with an annual call for requirements each year in November. All CNET activities must identify their VI production requirements to their functional commander by 1 February, who reviews and approves prior to forwarding to the VISC or RSC by 1 March each year. By 1 July each year all requirements must be submitted to the CNET Major Claimant VI Management Office (NETPSA OOV) for approval and subsequent forwarding to CNO (OP-09BG) for inclusion in the Navy Annual Production Program.

c. Each requirement submitted must include a completed DD 1995-1 and 2, a DAVIS Subject Search, a Distribution Plan including format (VHS, BETA, 3/4", disc, IVD, etc.), and total number of copies and activity which will receive the copies.

2.4 VI Production Categories

a. Category 1 productions support the needs of major claimant or local activities and include the rental, lease, or purchase of commercial off-the-shelf productions. Category 1 production costs may not exceed \$25,000. Category 1 productions that support human resources development or professional activities applicable for Navy or DoD use, such as drug or alcohol abuse, equal opportunity, human relations, management, administration, clerical, chaplain, safety, law enforcement, medical and legal activities, require specific written approval from OP-09BG via the major claimant VIMO.

b. Category 2 productions support Navy-wide requirements and may not exceed production costs of \$50,000 without CNO (OP-09BG) approval.

c. Category 3 productions support DoD and joint interest programs.

2.5 Submission and Validation of Production Requirements

a. General

(1) All requests for development/production/acquisition and revision of VI productions shall be forwarded to the originator's functional commander VIMO for review/approval and Training Program Coordinator (TPC) validation. A VI Courseware Requirements Flowchart is provided as Appendix D. Although an annual call for requirements will be made in November each year, requests may be submitted at any time.

(2) The functional commander VI management office is responsible for all other data on the DD 1995-1 and all data on the 1995-2 except for assignment of a Production Identification Number (PIN).

(3) Upon completion of the request forms, the functional commander VI management office will forward the requirement to the appropriate RSC for further verification and analysis. The RSC will verify completion of all sections of the DD Forms 1995-1 and 2, and forward to the MCVIMO for approval and inclusion in the CNET Annual VI Production Program.

(4) Further guidance concerning Category 2 and 3 level productions is provided in reference (c).

(5) Production Approval. Approval of the requirement will be completed upon the assignment by CNO (OP-09BG) of a PIN and production activity. In most instances, production for requirements having fleetwide application will be assigned to the Naval Imaging Command (NAVIMAGCOM) if in-house or commercially produced. The NAVIMAGCOM is the only Navy activity authorized to contract for VI productions.

e. Instructions for submission of requests for adoption of existing DoD productions. Follow guidance in paragraph 2.5d above.

f. Instructions for submission of requests for revision of existing VI productions are as follows:

(1) Responsibility for maintaining currency of existing VI productions under CNET claimancy is the responsibility of the functional commander assigned as the Office of Primary Review (OPR).

(2) Follow guidance contained in paragraph 2.5d above.

g. Instructions for reinstatement of obsolete VI products are as follows:

(1) All requests for reinstatement into active status of previously declared obsolete training films will be forwarded to the originator's functional commander VIMO for TPC approval prior to forwarding to the Naval Education and Training Support Center, Atlantic (NETSCLANT), Naval Station, Norfolk, VA 23511. NETSCLANT is designated as coordinator of requirements for reinstatement of obsolete VI productions.

(2) Follow instructions contained in paragraph 2.3c above when submitting requirements.

(3) NETSCLANT will coordinate the requirement with a joint review committee consisting of CNET (functional commander OPR) for training effectiveness; Commander, Naval Sea Systems Command for technical accuracy; and Commander, Naval Safety Center for safety related matters.

(4) Upon the training film review committee's concurrence, the film will be reinstated to active circulation and copies provided to the CNET's Nav. General Film Libraries in Norfolk, Virginia and San Diego, California for loan to user activities.

(2) The functional commander VI management office is responsible for all other data on the DD 1995-1 and all data on the 1995-2 except for assignment of a Production Identification Number (PIN).

(3) Upon completion of the request forms, the functional commander VI management office will forward the requirement to the appropriate RSC for further verification and analysis. The RSC will verify completion of all sections of the DD Forms 1995-1 and 2, and forward to the MCVIMO for approval and inclusion in the CNET Annual VI Production Program.

(4) Further guidance concerning Category 2 and 3 level productions is provided in reference (c).

(5) Production Approval. Approval of the requirement will be completed upon the assignment by CNO (OP-09BG) of a PIN and production activity. In most instances, production for requirements having fleetwide application will be assigned to the Naval Imaging Command (NAVIMAGCOM) if in-house or commercially produced. The NAVIMAGCOM is the only Navy activity authorized to contract for VI productions.

e. Instructions for submission of requests for adoption of existing DoD productions. Follow guidance in paragraph 2.5d above.

f. Instructions for submission of requests for revision of existing VI productions are as follows:

(1) Responsibility for maintaining currency of existing VI productions under CNET claimancy is the responsibility of the functional commander assigned as the Office of Primary Review (OPR).

(2) Follow guidance contained in paragraph 2.5d above.

g. Instructions for reinstatement of obsolete VI products are as follows:

(1) All requests for reinstatement into active status of previously declared obsolete training films will be forwarded to the originator's functional commander VIMO for TPC approval prior to forwarding to the Naval Education and Training Support Center, Atlantic (NETSCLANT), Naval Station, Norfolk, VA 23511. NETSCLANT is designated as coordinator of requirements for reinstatement of obsolete VI productions.

(2) Follow instructions contained in paragraph 2.3c above when submitting requirements.

(3) NETSCLANT will coordinate the requirement with a joint review committee consisting of CNET (functional commander OPR) for training effectiveness; Commander, Naval Sea Systems Command for technical accuracy; and Commander, Naval Safety Center for safety related matters.

(4) Upon the training film review committee's concurrence, the film will be reinstated to active circulation and copies provided to the CNET's Naval General Film Libraries in Norfolk, Virginia and San Diego, California for loan to user activities.

h. Activities not reporting through a functional commander shall forward requirements to the appropriate VISC or RSC with copy to NETPMSA. The appropriate VISC or RSC is specified in Appendix B.

i. In instances where CNET activities are tasked to develop or procure a total curriculum package involving the use of VI materials to support the curriculum being developed or procured, the required VI materials are subject to the same controls as materials being developed/procured for nonintegrated curriculum support (stand alone) materials. The procedures for the development/procuring activity to follow are as follows:

(1) When the requirement analysis indicates that VI productions are required, the procuring activity project manager will comply with reference (c), Chapter 3-11, and guidance contained in previous paragraphs.

(2) Upon approval and assignment of a PIN, paragraph 2.4d, the procuring activity will authorize the contractor to proceed with production of the materials.

(3) Development/production and distribution of the materials will be accomplished according to procedures prescribed in this directive.

(4) The procuring activity will require the contractor to return all Government furnished materials, VI originals and duplicates in accordance with applicable directives.

2.6 Analysis/Validation of Requirements

a. The originator's functional commander or commanding officer is responsible for the validity of all requirements submitted for development/production/acquisition and revision.

b. VI productions, as defined in Appendix A, are to support achievement of knowledge/skills related to specific learning objectives, and are therefore considered curricula materials. The development will be in accordance with the applicable curriculum development procedures for the course as described in reference (e). The requesting Course Curriculum Model Manager and/or CISO shall be responsible for identifying learning objectives to be supported. Assistance from Education Specialists at the appropriate Regional Support Center, i.e., NETSC Atlantic or Pacific, or NETPMSA will be provided, upon request.

2.7 Production Formats

a. All VI products produced, procured, and distributed to NAVEDTRACOM activities are restricted to the following authorized formats and standards:

- (1) Super 8mm Film (FEDSTD 364)
- (2) 16mm Film (FEDSTD 362)
- (3) 1-inch Videotape Type C (Production)
- (4) 3/4-inch U-Matic Videocassette (MILSTD 1856A)

APR 11 1991

(5) 1/2-inch Videotape (Cassette) BETA I and II

(6) 1/2-inch Videotape (Cassette) VHS

(7) Video 8mm Videocassette

(8) Sound/Slide - Visual (FEDSTD 365); Audio Cassette (FEDSTD 360), and Audio reel-to-reel (FEDSTD 361)

(9) Interactive Videodisc (MILSTD 1379D)

b. This format policy is not intended to inhibit experimentation, research, or development efforts with other potentially cost-effective instructional media/delivery systems in a schoolhouse or operational environment. In those specific cases where the application of instructional technology suggests utilization of a format other than those identified above, requests, with supporting documentation, shall be forwarded to NETPMSA via the requestor's functional command for a case-by-case consideration.

2.8 Provision of Technical Advisor, Training Consultant, and Project Manager

a. When the requirement is approved, the CNET VIMO will assign a CNET Project Manager (PM) to oversee the production to completion. If the production is assigned to the NAVIMAGCOM for in-house or contract development, the NAVIMAGCOM PM will request NETPMSA to assign a Technical Advisor (TA) to function as the technical expert for the subject matter being presented. The request for TA assignment is usually by letter if time permits, or by message. NETPMSA will coordinate assignment of the TA with the functional command for which the requirement is being produced. In some situations, a Training Consultant (TC) will be required and will be provided with coordination between NETPMSA and the functional command. Upon identification of the TA, and TC if required, the production will be assigned to a RSC for project management and coordination with the production activity PM. The duties of the TA and PM are provided in detail in subsequent paragraphs.

b. Designation of a TA for each production is required by reference (c). The cognizant functional commander shall ensure that the content of each VI product being produced meets the training objectives of the course or training program for which it is designed in accordance with reference (d). The requestor's functional commander is responsible for providing the services of a TA, and a TC, if required.

c. Each activity developing and producing Category 1 VI products will designate a qualified individual to function as a PM for such period as required to complete the project(s). Responsibility for development and production of all Category 2 and 3 VI products by contract or in-house, will be assigned to a PM at the appropriate RSCs for project management.

2.9 Production Activation. After identification and assignment of the TA and PM, the NAVIMAGCOM will schedule an activation conference. The NAVIMAGCOM PM will formally request representation of TA and CNET PM by letter or message to NETPMSA, functional commander of the requesting activity, requesting activity TA, and RSC PM. The request will contain data pertinent to the conference location, date and time, and any security requirements to be satisfied by attendees.

2.10 Production. The production development will begin at the activation conference. Items to be discussed include production content, locations for photography, details such as special photographic requirements, i.e., aerial underwater, etc.; classification details if production is classified, objectives, contractor/government furnished materials, script locations, distribution requirements, etc. Dates will be established to begin script research by the script writer. During script research, specific learning objectives and pertinent resource materials will be made available to the script writer, who will design the VI production to meet the specific learning objectives identified by the requesting activity CISO.

2.11 Budgeting and Funding. Responsibility for budgeting and funding NAVED TRACOM production requirements, and travel associated with the duties of TAs, TCs, and PMs is as follows:

a. Production Costs

(1) Category 1 productions are mission funded by the VISCs and RSCs.

(2) NETPMSA and OP-09BG approved Category 2 and 3 level productions, both new productions and revision of existing productions, are budgeted and funded by CNET functional commanders assigned as the Office of Primary Review (OPR) on the DD Form 1995.

b. Travel Costs

(1) There should be no travel expenditures for Category 1 level productions due to local applicability only. In event travel costs are required, such costs will be the responsibility of the production activity and requestor.

(2) Travel costs of CNET TAs, and TCs for Category 2 and 3 level productions are the budget/funding responsibility of the requirements originator's functional commander. Travel costs for CNET PMs are the responsibility of the VISC and RSCs.

c. Contract Acquisition Costs. These costs include all contract costs for production services or purchase costs for a commercial, off-the-shelf production. These costs may include additional charges to the VIMO by NAVIMAGCOM to recover costs such as travel, per diem, etc., that NAVIMAGCOM incurs in administering the contract to produce, reproduce, or distribute the VI production. (See Table 3-3 in reference (c).)

2.12 Responsibilities of the Technical Advisor

a. General

(1) The TA represents the organization and must be fully competent, thoroughly briefed, and completely familiar with both the subject matter contained in the product and with the intended purpose and use. In performance of duties the TA will be held responsible for the technical accuracy of all information contained in the production.

(2) Except for unavoidable changes dictated by military necessity, the same TA will be retained during the entire development/production cycle in order to maintain continuity and prevent time loss resulting from changes in advisors. The development/production cycle begins at the time of activation of the project and continues through scripting, photography, editing, and post-production, etc., and until the product has been approved for distribution.

(3) The Naval Safety Center acts as TA for safety related matters for all Navy education or training films, training aids, and devices.

b. Script Preparation and Approval

(1) The production facility or commercial contractor will arrange for the script writer who has been assigned to the project to work with the TA at the production facility or at the requesting activity, or at such other locations as may be necessary, for the purpose of script research. The TA should collect and have available for the use of the writer all publications, lesson plans, tests, directives, learning objectives, and/or other visual material which may expedite the writer's research. During the writing of the script, the TA will coordinate approval of preliminary drafts and final script within his activity. Script review and approval procedures are as follows:

(a) Preliminary and final scripts will be forwarded by the production activity or commercial contractor to the requesting activity. The TA will review and coordinate the approval process, and forward comments, and/or a letter of approval, to the production activity or contractor within 14 days from receipt of material.

(b) It should be noted that the TA is given considerable latitude in suggesting revisions during preliminary and "rough" draft stages of development; however, the TA should not significantly depart from the format and original contents as initially planned. The final script should be reviewed strictly as a final opportunity to review the script for adherence and conformity to previous suggestions and to correct any technical inaccuracies.

(2) Upon final script approval by the TA, production will be initiated either by in-house or commercial contractor. The TA will be provided information relative to production date and facility.

c. Production Responsibilities

(1) The production facility is responsible for all matters pertaining to the technique of production, including casting, scene composition and sequence, audio recording, animation planning and execution, etc. The production facility will not deviate from approved scripts without prior authorization by NETPMSA and the requestor. The production facility may, however, make minor adjustments or modifications in phraseology or presentation necessary for clarity or efficient production provided the intent or meaning of the presentation is not changed and concurrence is provided by the PM and TA.

(2) During production the TA will be available when requested by the production facility wherever location work on the production is being accomplished. The TA must be present during recording but must not become involved in the work or interfere with the camera crew; but should be ready to assist

with doctrine and procedures being depicted or described. The TA must work closely with the director and/or PM during production to ensure the technical accuracy of the action and subject matter, authenticity of speech, costumes, sets, etc. The TA will ensure that instructional material is in consonance with Navy doctrine, existing laws, and DoD and Navy policy, and will ensure that appropriate military attire is worn by military personnel appearing in audiovisual materials unless the subject matter specifically calls for civilian clothing. The TA is also responsible for ensuring that Navy military personnel or professional actors appearing in the role of Navy military personnel conform to proper Navy grooming standards.

(3) Assisted by the PM, the TA will check the technical accuracy of artwork layouts and finished artwork, animation, and still photographs at the production facility.

(4) The TA will assist the editor and/or PM in the review and selection of stock (library) footage, and will be available during editing and post-production phases to provide guidance as required to editors and other personnel to ensure proper content and technical accuracy of the product.

(5) The TA will attend the narration recording session to ensure the correct pronunciation of all technical terms, and will attend the interlock screening at the production facility (or other designated activity). This is the first time that the project is seen in its entirety, although it is still in incomplete form. This will be the last point at which minor changes should be considered. No major changes should be necessary at this point.

2.13 Responsibilities of the Project Manager

a. General

(1) The PM will be familiar with all appropriate CNET instructions as well as all aspects of VI production techniques and equipments utilized in the production thereof; and must be completely familiar with the overall training objectives of the NAVEDTRACOM as well as the intended purpose and use of assigned project(s). In performance of duties, the PM is responsible for the entire production with the exception of the technical information contained therein, which is the responsibility of the TA.

(2) Except for unavoidable changes dictated by military necessity, the same PM will be retained during the entire development/production cycle. The development/production cycle begins at the time of activation of the project and continues through scripting, photography, editing, and post-production, etc., until distribution and records disposal.

b. Script Preparation and Approval

(1) The production facility PM will arrange for the script writer to work with the TA at the production facility or at the requesting activity, or at such other location(s) as may be necessary for the purpose of script research. Coincident with the script preparation, the PM will prepare an estimate of the cost of production with milestones chart. The PM is responsible for ensuring that the VI requirement has been successfully validated.

(2) During script development, the PM will coordinate preliminary, rough, and final script approvals with all concerned in order to avoid unnecessary delays. The CNET MCVIMO (NETPMSA OOV) should be informed immediately if delays are experienced or anticipated. Scripts containing safety related matter should be coordinated with the Naval Safety Center.

c. Production Responsibilities. The PM, assisted by the TA, is responsible for:

(1) All matters pertaining to the VI production, including casting, scene composition and sequence, audio recording, animation planning and execution, etc., and for arranging complete logistical support for the production. If the production is to be accomplished at a location other than the production facility, provision will be made for local surface or air transportation for the production crew and equipment, and for clearances for access to and use of buildings, training areas, props, etc., as production locations. In the interest of reduction of travel and per diem costs, the PM is encouraged to utilize government modes of transportation and quarters when available.

(2) The general supervision of location production photography. Deviation from approved scripts without prior authorization by the requesting command's technical advisor and NETPMSA (OOV) is not authorized. The latitude to make adjustments and modifications in phraseology or presentation necessary for clarity or efficient production, provided the intent or meaning of the presentation is not changed, is allowable.

(3) The adherence to budget constraints. The cost estimate of the project will not be exceeded without specific approval of NETPMSA (OOV).

(4) For applying quality control procedures and checking the technical accuracy of video, audio, artwork layouts and finished artwork, animation, and still photographs. The PM, TA, and editor will review and select stock footage if required, and provide assistance to the editor and other personnel during editing and post-production phases.

(5) For selecting the narrator and attending the narration recording session to ensure adherence to professional quality standards.

(6) All copyright clearances for music, sound effects, etc., and releases for performers in the production. If film is for public release, the PM must coordinate this clearance with the Chief of Information (CHINFO) via the chain of command.

(7) For coordinating all approval screenings with cognizant personnel. The PM shall attend the first screening (interlock screening) as the CNET designated representative, along with the requesting activity TA. This screening is usually held at the production facility, but can be held at some other suitable location convenient to the representative of the requesting activity. The interlock screening is the first time the project is seen in its entirety, although it is still in incomplete form. This will be the last point at which minor changes should be considered.

(8) For compliance with appropriate CNET/OPNAV directives concerning the production.

(9) For ensuring that no one involved with the production issues or implies orders to a contractor that will result in additional work or delay scheduling. This would result in the necessity for contract modifications and additional costs to the government.

(10) For ensuring the product has been satisfactorily validated prior to beginning the production.

d. Final Acceptance - The Review Process

(1) On completion of the production phase, the production facility will prepare an answer print (composite--picture and sound track in the case of a motion picture, an approval tape if produced in video, and a master prototype if sound/slide program). This is the final product exactly as will be released, and is primarily a check for video/photographic and sound quality, and must be approved by signature on the local media approval form. The PM will ensure that the acceptance form is signed by appropriate personnel with approval authority.

(2) Upon final acceptance of the product, release copies will be made and distributed to designated activities as determined by the requestor's distribution plan. The PM will coordinate input of distribution information from the requestor and ensure that distribution is accomplished according to the distribution plan approved by NETPMSA and CNO (OP-09BG).

(3) The PM will be responsible for ensuring the completion of DD Forms 1995-1 and 2 in accordance with reference (c).

(4) Upon completion of the production, the PM will ensure that VI records are properly inventoried and stored in accordance with appropriate directives and procedures prescribed in reference (c).

2.14 Use of Government Personnel as Performers in VI Productions

a. Government personnel shall not appear as performers, including narrators, in Government VI productions except when:

(1) They are performing their own jobs or reenacting tasks related to their jobs; or

(2) Successful completion of the production depends on availability of specialized skills or technical knowledge that is not readily available from professional acting sources, and that cannot be provided by using a prepared script; or

(3) They are playing roles developed for training purposes in connection with their jobs. Such roles shall not make use of a prepared script and must be performed in the preparation of a VI production that will be used exclusively for training or internal communications.

b. Government personnel shall not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

CNETINST 5290.3A
APR 11 1991

c. Government employees and actors who appear as Navy personnel in productions must conform with U.S. Navy Uniform Regulations and proper grooming standards.

CHAPTER 3

VISUAL INFORMATION EQUIPMENT

3.1 Background

a. A strong emphasis is placed on the acquisition, accountability, and standardization of VI equipment. To provide for more efficient management and accountability of VI equipment, management procedures have been implemented by higher authority. Reference (c) designates the Commander, Naval Air Systems Command (COMNAVAIRSYSCOM) as the VI equipment manager for the Navy.

b. In response to the Office of the Assistant Secretary of Defense, Public Affairs (OASD(PA)), and CNO (OP-09BG) direction, CNET directed the consolidation of VI resources in the NAVEDTRACOM, under the VISC and RSC concept. Consolidations were effective on 1 October 1981. The activities consolidated under the VISCs and the activities designated as a VISC, RSC, and those activities performing a dedicated VI support function are indicated on Appendix B. The VISCs are responsible for acquisition, inventory, reporting, and maintenance of all VI equipment required to support CNET activities on the installation. Specific procedures are contained in subsequent paragraphs.

3.2 Exclusions. There are provisions for the exclusion of limitations regarding certain types of equipment used in the following functional areas. Refer to reference (c) for additional guidance.

a. VI equipment used solely as an integrated part of a reconnaissance-collecting vehicle or weapon system (existing or under development) (For purposes of this instruction, a naval vessel is not considered to be a weapon system.);

b. VI equipment built, modified, or acquired by a RDT&E activity to fulfill a unique RDT&E requirement (The term "modified" refers to VI equipment changed beyond feasible restoration to the original configuration.);

c. Timing and synchronization apparatus related to instrumentation recording;

d. Training devices which are not predominantly VI in nature or do not perform a VI function. (These may consist of one or more components which are based or driven by a computer or microprocessor and which could not perform a VI function if the computer or microprocessor were detached or removed.) Aviation, surface, and subsurface weapon system simulators are excluded specifically;

e. VI equipment dedicated to the production of printed electronic circuits, engineering drawings, and blueprints. Computer graphics equipment dedicated to producing a VI product is considered to be a VI product and is not excluded;

f. All VI equipment purchased with Welfare and Recreation or other nonappropriated funds, when used for functions supported by nonappropriated funds;

- g. Radiographic equipment (industrial, medical, and dental x-rays);
- h. Office-related support equipment including: word processing equipment; office dictating, transcribing, and intercom equipment; xerographic equipment; and microform production and using (viewing and printing) equipment;
- i. Security and medical life-support surveillance systems;
- j. Audio addressing or paging systems;
- k. Photographic interpretation equipment and specialized electronic equipment specifically manufactured or designated to support reconnaissance or intelligence analysis;
- l. Historical VI equipment preserved by museums;
- m. Photomechanical reproduction equipment (lithographic) and graphic arts equipment that is used only for the production of illustrations, graphs, or charts produced for the sole purpose of printing in a publication through a lithographic process. Equipment which supports both printing and graphic arts is not excluded.

3.3 Submission of Requirements

- a. Requests for procurement of VI equipment which exceeds an activity's authorized allowance list must be forwarded to CNO (OP-00BG) via the chain of command for approval. The local VISC will initiate procurement action for all authorized activities in the VISC geographic area of support.
- b. Local procurement authority for replacement/expansion of equipment within the VISC's authorized allowance list is authorized to a limit of \$10,000 per fiscal year per VISC UIC.
- c. VISCs which require expenditures that exceed the \$10,000 limitation must forward their requests for local procurement authority to COMNAVAIRSYSCOM (AIR-5472B) via the chain of command.
- d. VISCs having requirements for new VI equipment in excess of the \$10,000 annual limitation should submit an outline of their total fiscal year requirements via their chain of command for approval in advance of the fiscal year required. Prior planning will allow for expeditious procurement when funding is available. A form for submitting requirements for VI equipment is provided as Appendix G.
- e. The Field Audit Verification (FAV) report has been authorized by CNO (OP-09BG) to be the activity authorized allowance list plus or minus 10 percent.
- f. An annual call for submission of requirements for VI Classroom Support Equipment will be included in the annual call for VI Production requirements.

3.4 Military Construction

a. VI equipment to support military construction (MILCON) projects should be given the appropriate attention in the planning process for the new building.

b. The MILCON project will include utilities support, conduit for control wiring, and mounting points or reinforced structures where necessary to support VI equipment. VI equipment is curriculum support equipment, and is separately procured.

c. Functional commanders and commanding officers will ensure that the VISCs are included in the MILCON planning process to ensure that the required VI equipment is planned for in the appropriate budgeting process.

3.5 Use of Visual Information Equipment by Civilian Contractors

a. Authorization for civilian use of VI equipment as part of their normal duties in meeting the terms of the contract should be clearly stated in the contract.

b. Commanding officers may authorize and designate certain civilians as qualified personnel on an interim basis while contracts are amended.

3.6 Equipment Formats. Equipment utilized to produce/display/exhibit the VI products formats listed below are authorized for use by NAVEDTRACOM activities. In those specific cases where the application of instructional technology suggests utilization of a format other than those identified below, requests, with supporting documentation, shall be forwarded to the CNET VIMO (NETPMSA) via the requestor's functional command for a case-by-case consideration. This policy is not intended to inhibit experimentation, research, or developmental efforts with other potentially cost-effective instructional media/delivery systems in a schoolhouse or operational environment. Requests for such exceptions will be considered within the context and intent of these guidelines.

- a. Super 8mm Projector (FEDSTD 364)
- b. 16mm Projector (FEDSTD 362)
- c. 1-inch Videotape Type C Recorder (production activities only)
- d. 3/4-inch U-Matic Videocassette Recorder/Player (MILSTD 1856A)
- e. 1/2-inch Videotape cassette (BETA I, II, or VHS)
- f. Video 8mm Videocassette Recorder/Player
- g. Sound/Slide - Visual (FEDSTD 365); audio cassette (FEDSTD 360) and audio reel-to-reel (FEDSTD 360).
- h. Interactive Videodisc System (MILSTD 1379D)

3.7 Procedures for Requesting and Reporting VI Equipment

a. Activities requiring VI equipment on a permanent basis to support training requirements shall submit requirements to the VISC. Appendix G will be used when submitting requirements for VI equipment. NROTC/NJROTC units shall submit requirements to CNET (Code N-1). The VISC shall ensure that the required information and justification are prepared and forwarded to CNO (OP-09BG), or COMNAVAIRSYSCOM as required, via NETPMSA (OOV) in accordance with procedures contained in preceding paragraphs. After approval to procure has been received, the VISC shall initiate procurement action using applicable local procurement procedures and appropriate funds. A VI equipment flow chart is provided as Appendix H.

(1) Upon delivery of the equipment from the contractor, or supply system, the equipment shall be reported to COMNAVAIRSYSCOM (AIR-5472B), and issued to the requestor on a sub-custody basis.

(2) Normally, the VISCs are authorized production type equipment which will be used to provide training materials within authorized limitations to all authorized activities within the VISC geographic area. Other activities are authorized "user-only" or playback equipment on a sub-custody basis. VI production equipment is defined as having the capability to record sound or imagery either by optical or electronic means, and playback equipment is defined as having the capability to deliver a message by sound or visual means. User activities may be authorized production type equipment on a sub-custody basis for instructor critique purposes. If authorized for this purpose, the equipment shall not be used to produce or duplicate VI products.

(3) Reference (c) revised policy which allows commanding officers limited procurement approval of VI equipment. User activities may have an authorized allowance list to procure one each of the following for official use only with appropriate funds:

(a) Still camera with non-detachable lens, costing less than \$500.

(b) Video recorder/player (VHS, BETA, or 8mm), costing less than \$500.

(c) Video camera/recorder system, costing less than \$2,000.

(4) All activities desiring to exercise the option of acquiring their own equipment listed above will:

(a) Use local funds for initial acquisition of equipment and for follow-on expendables such as video tape and film.

(b) Use local funds for maintenance of equipment.

(c) Report acquisition of equipment to COMNAVAIRSYSCOM (AIR-5472B).

(d) Report expenditures for equipment and supplies to CNET accounting using the appropriate cost account codes (Mission or Base).

CHAPTER 4

MANAGEMENT, REPRODUCTION, DISTRIBUTION, AND DISPOSAL OF VISUAL INFORMATION PRODUCTIONS

4.1 General

a. All copies of VI productions are accountable records, and as such, their use will be controlled by accountability.

b. Category 1 level productions support base and major claimant requirements, and are managed by the manager of the local VISC.

c. Category 2 level VI productions support Navy requirements and are managed from an Inventory Control Point (ICP) for support of Navy. The central ICP for all copies of Navy Category 2 and 3 VI products is the Joint Visual Information Activity (JVIA) (ASNV-OJVT-1D), Tobyhanna Army Depot, PA 18466-5102.

d. Category 3 level VI productions support DOD and joint interest requirements.

e. JVIA will make initial distribution of copies of Category 2 and 3 productions to authorized Navy distribution libraries at Norfolk, VA and San Diego, CA. A complete Distribution Plan will be prepared and forwarded when the VI production is requested. The plan will include the total number of copies and format(s) to each proposed site. The plan will be forwarded with the DD 1995-1.

4.2 Reproduction. Reproduction of VI productions is not authorized except for those VISCs which have been authorized by CNO (OP-09BG). Category 2 and 3 productions may be reproduced by Class C or D VISCs and distribution will be provided by the JVIA. The RSCs are the only Class C and D activities in the NAVEDTRACOM.

4.3 Distribution of VI Productions

a. Category 1 production copies shall be controlled and managed by the local VISC. The VISC will make initial and supplemental distribution to the VI products library for subsequent distribution to authorized user activities according to the approved distribution plan. The VISC library will provide copies to all authorized activities within the VISC area of support on a short- or long-term loan basis as required. Refer to reference (c) for limitations on Category 1 productions.

b. The primary authorized stocking and lending points for copies of Category 2 and 3 VI productions shall be the General VI Libraries at NETSC Atlantic and Pacific. The JVIA is designated as the central ICP for all copies of Navy Category 2 and 3 VI productions. JVIA will make initial and supplemental distribution to the General VI Libraries and to user addressees according to distribution plans provided by the requestor. Maximum utilization of the General VI Libraries shall be made. Additional guidance as related to the distribution and duplication of VI productions is contained in reference (c).

(1) The General VI Libraries shall provide the following services:

(a) Over-the-counter and mail order loans of VI productions on a short-term loan basis. (Short-term loans are defined as up to 14 days.) Loans shall be made in accordance with reference (c).

(b) Deployment loans are made only to deploying activities and ships. Loan periods shall be for the duration of each deployment. Copies shall be returned to the lending library promptly at the end of each deployment for inspection, cleaning, and repair.

(c) Long-term loans (custody pending completion of use) to Navy activities for any specified period when a copy (or copies) of a VI production is required by an activity on a recurring basis for approved educational, training, or informational programs. To qualify for this type loan, each copy must be used eight or more times throughout each consecutive annual loan period. When an urgent loan requirement exists elsewhere, copies on long-term loans may be temporarily recalled to meet these urgent requirements that could not otherwise be filled. All requests for long-term loan of training films must be forwarded to the appropriate General VI Library via the functional command. All requests will contain the following information: (1) course number and title the production supports, (2) learning objective the production satisfies, and (3) frequency of use per annum.

(2) Base VISC Libraries shall provide over-the-counter loans of VI productions to local activities and the public in accordance with reference (c). Loans will be on a short-term basis only. Mail order loans by Base VISC are not authorized. Base VISC libraries shall be limited to one per installation. Base VISC libraries may stock copies of Category 2 and 3 productions required to support local activities. Requirements for productions not received on direct distribution shall meet the requirements specified in paragraph 42b(1)(c).

c. The Chaplain Resource Board (CRB) is excluded from the above and has been authorized by CNO (OP-09BG) to establish a Navy Chaplain Corps Religious Visual Information Products Library to support the Chaplains Religious Programs. The CRB will follow the guidance provided above if the services of the General VI Libraries are used.

4.4 Disposal of VI Productions. Commands with excess copies of active VI productions should provide a list of those productions by PIN, title, and format to the appropriate General VI Library. The General VI Library will review the list and notify the command of those items to be shipped to the library. Those productions not required by the General VI Libraries should be disposed of according to DOD 4160.21M of September 1982 (Defense Disposal Manual), except B&W film which shall be disposed of in accordance with Chapter 6.

CHAPTER 5

VISUAL INFORMATION SERVICES

5.1 Submission of Requirements for VI Services

a. VI services include such requests as photography, graphics, equipment procurement and maintenance/repair, and video recording.

b. Service type requests are submitted to the VISC using the standard OPNAV Form 5290/1 (Request for VI Services) included as Appendix C.

c. There are certain limitations imposed by higher authority on the types of photography and graphics authorized, as well as equipment procurement. VISC managers should refer to reference (c) with regard to limitations imposed.

d. Video recording of live classroom presentations is considered a video service; or documentation of an event. No titles or editing are allowed. No copies are to be made. The product should be of short duration and erased within 6 months.

CHAPTER 6

MANAGEMENT OF VISUAL INFORMATION RECORDS

6.1 General. VI records include all files, original, still, motion picture, electronic recordings (video and audio tape and disc), and all paper files relating to the above. Files will include all authorization documents, scripts, legal instruments relative to copyrights, clearance releases, contracts, camera logs and caption sheets, etc. These materials are covered by statutory definition of records as set forth in the Records Disposal Act of 1943, as amended, and the Federal Records Act of 1950. Additional policy is stated in SECNAVINST-5212.5C (Disposal of Navy and Marine Corps Records) and reference (c).

6.2 Disposal of VI Records

a. Category 1 Productions. The local VISC will ensure that all records are maintained on each titled production. After completion of the production, records will be stored in a secure climate controlled area and disposed of in accordance with reference (c).

b. Category 2 and 3 Productions

(1) Project Managers will ensure that all records are maintained on each titled production as specified in reference (c). Upon completion of the production, all records including original and preprint material will be disposed of in accordance with procedures contained in reference (c).

(2) All VI productions, including records pertaining thereto, procured by contractual means, either as part of a total curriculum development effort, or stand alone productions, are considered government owned materials and will be shipped by the contractor to the appropriate regional support center within 30 days after completion of the contract. The Project Manager of the production or procuring activity will ensure compliance of the above.

c. VI Products. VISCs and RSCs will ensure that disposal of still photographs, photographers logs, motion picture, and video stock footage is in accordance with reference (c).

CHAPTER 8

MANAGEMENT INFORMATION SYSTEMS

Section A: The Defense Automated Visual Information System (DAVIS)

8.1 General

a. The Assistant Secretary of Defense (ASD(PA)) maintains the Defense Automated Visual Information System (DAVIS) as the standard, DOD-wide ADP system to provide VI management information to Major Claimant VI Management Offices, OP-09BG, and other DoD components.

b. The DAVIS is the only authorized DoD VI management information system. No other VI ADP system may duplicate DAVIS capabilities without the expressed, written approval of CNO (OP-09BG) and ASD(PA).

c. The DAVIS is an advanced online, real-time, interactive, full-text VI information storage and retrieval system.

8.2 System Concept

a. The DAVIS is the primary source of information at all levels of the Navy for management and policy decisions related to VI budgets, manpower, equipment, production, organization, and planning.

b. The DAVIS includes:

(1) A VI production data base that provides information about production, acquisition, inventory, distribution, product status, and archival control of VI productions both current and obsolete. The DD Form 1995-2 is the vehicle for supplying this data base with information.

(2) A VI facilities data base that includes information about VI activities, facilities, personnel, equipment, and funding. The DD Form 2054/1 and 2 are the vehicles for information contained in these files.

8.3 Access to DAVIS

a. A DAVIS Access Identification Number (AIN) is required to gain access to the system from remote terminals.

b. Requests for DAVIS access will be forwarded to CNO (OP-09BG) via the requestors' chain of command and NETPMSA (Code OOV). Each request will include:

(1) Level of access required:

(a) Retrieve data. This is the level of access required by most activities;

(b) Retrieve, alter, create, or delete data. (This level of access is authorized for OP-09BG as the data base manager and specified Navy data production and input activities only.);

APR 11 1991

(2) Complete SNDL address of the requesting activity, including acronym or short title;

(3) Type of terminal equipment, physical location, and BAUD rate(s);

(4) Name of person responsible for terminal operations, including office symbol and telephone number (AUTOVON and commercial);

(5) Estimated hours of use per week;

(6) Proposed means of communicating with the DAVIS DEC VAX (11/780) computer at Wright-Patterson AFB, OH. Methods of communication between remote terminals and the DAVIS computer include:

(a) AUTOVON;

(b) Commercial long distance;

(c) Wide Area Telecommunications Service (WATS);

(d) Value-added communications carriers (e.g., TYMNET) (The ASD(PA) budgets and funds for TYMNET communications for DAVIS users. The TYMNET access numbers, if available, are provided by OP-09BG upon approval of access to DAVIS. Navy commands must budget for and fund all other system communications costs.);

(7) Justification for access to the DAVIS;

(8) Requirements for user training;

c. Proposed system ID number and PASSWORD(s):

(1) ID. The system ID number is permanently assigned to an activity.

(2) PASSWORD. The PASSWORD is changed each time the individual(s) responsible for terminal operations change(s). This will allow easier identification of resource users in monthly accounting reports.

d. Most current terminal equipment, including word processing equipment with electronic interface converters, can be used with the DAVIS DEC VAX (11/780) computer, providing that the terminals communicate using asynchronous ASCII characters.

e. Terminal equipment with 1200 BAUD capability is standard for use with the DAVIS.

f. A System User Handbook is issued upon approval of system access.

8.4 Training for DAVIS Users

a. The ASD COMPUTER Center, Wright-Patterson AFB, OH 45433 provides training for authorized Navy users at no cost (except for travel and per diem). Classes are conducted at the ASD Computer Center during the first 3 days of last full week of each month. The training emphasizes information retrieval. Specialized training for unique situations is also available.

SECRET/NOFORN
REF ID: A66711

b. Requests for DAVIS training should be submitted by the requestor via the chain of command to CNO (OP-09BG) via NETPMSA (Code 00V). Further guidance and procedures for requesting training are contained in reference (c).

Section B: CNET Program Automated Tracking System (CPATS)

8.5 System Concept. The basic concept of CPATS is to establish an automated access to existing management resource information data that resides within the NAVEDTRACOM. It provides commanding officers/directors, and managers of activities the capability to review, sort, monitor, and manage resources and resource requirements necessary to execute the functional and activity mission. Continuous feedback is available to all users within the NAVEDTRACOM on the status of specific resource information. NAVEDTRA User Manual 300-309 is available from NETPMSA (Code 00B2), the system manager for CNET.

8.6 Program Change Form. The CPATS Program Change Forms (PCF) will be submitted by all VI managers via their functional commander. The PCF is the only vehicle for identifying new requirements for OP,N and O&M,N funds, and manpower resources.

Section C: Visual Information Computerized Data Base (VICDB)

8.7 System Concept. The VICDB is a management information system developed for use by VISC and selected DVISA managers in NAVEDTRACOM. The VICDB is designed to maintain current data on workload, costs per unit, manhours, equipment inventory and maintenance schedules, etc. It provides for standardization of data required to be submitted to CNO and is available for Congressional interests at budget times. The VICBD is the only management data base authorized for use in NAVEDTRACOM VI activities.

8.8 Submission of DD Form 2054/1 and 2. The VICBD is basically an automated DD Form 2054 which is required to be completed by all VI support centers at the end of each fiscal year. The use of the VICBD will provide standardization of data submitted on the forms. Each entry field on the VICBD corresponds with the data required on the form. Forms are provided at the end of each fiscal year by CNO (OP-09BG) via the chain of command to all VISCs and DVISAs with due dates to be completed and returned via the chain of command. The system also provides for automated equipment inventory and management of resources.

CHAPTER 9

COPYRIGHTS

9.1 Copyright Responsibility. The general policy set forth in reference (c) concerning the use of copyrighted materials in Navy productions will be followed. Specific policy and procedures are as follows:

a. Proprietary VI Products

(1) Copies of proprietary VI products which have been adopted and acquired for Department of Navy (DON) use shall be exhibited only in the original acquired format. United States Copyright Law (Title 17, U.S. Code) and specific procurement conditions govern for each title. Unauthorized use or reproduction is copyright infringement. An infringing user is liable for monetary damages and the U.S. Government has no general exception from copyright infringement liability. Users who violate copyright restrictions may be liable for monetary damages.

(2) Proprietary VI products may not be loaned or exhibited outside of the DON, unless such exhibition or use was specifically granted to the DON by the copyright owner at the time of procurement.

b. "Off-the-Air" Recording

(1) "Off-the-air" recording and/or closed circuit distribution of radio or television programs is not authorized. The recording, duplicating, and/or distribution of productions or programs broadcast by radio or television stations involve copyright and invasion of privacy considerations; therefore, the recording of radio or television broadcast or cablecast transmissions is prohibited for VI production requirements unless prior release or clearance is obtained.

(2) Clearance for use of such materials shall be obtained by the requestor, in coordination with the judge advocate or other legal counsel, from the sponsor, producer, distributor, station manager, or other person or agent empowered to grant the clearance. Written clearances are required.

9.2 Procedure for Clearance. Questions as to whether a particular use of material would be an infringement of copyright or contractual restrictions shall be referred to the Chief of Naval Operations, Assistant for Audiovisual Management (OP-09BG), via the requestor's chain of command. Further information on copyrights and infringement is provided in reference (c).

CHAPTER 10

SPECIALIZED VISUAL INFORMATION TRAINING

10.1 General

a. The Chief of Naval Education and Training provides specialized training for personnel in the fields of VI and journalism. Training provided includes basic and advanced training in VI and camera repair. Photographic, motion picture, video, equipment maintenance, and camera repair training is conducted at the Naval School of Photography, Naval Air Station, Pensacola, FL.

b. In addition, specialized training is provided for qualified personnel at Rochester Institute of Technology. Course descriptions, qualifications, and procedures for submitting requests are as follows.

10.2 Naval School of Photography. The following courses are conducted at the Naval Technical Training Center Detachment, Naval Air Station, Pensacola, FL:

a. Photographic Class "A" Course (C-400-2011)(Basic). This course trains NMPC selected personnel in routine black-and-white still photography with minimal supervision and prepares them for on-the-job training in other basic equipment, materials, and procedures related to naval photography.

b. Advanced Photographic Training (C-400-2037). This course is designed to train selected Navy personnel with the intermediate level knowledge and skills necessary to serve as immediate supervisors and skilled photographers in fleet and shore activities. Includes courses in: Photographic Administration and Supply, Black-and-White and Color Quality Control, Illustrative Photography, Portrait Photography, Photojournalism, and Motion Picture and Aerial Photography. These courses can be taken individually or collectively.

(1) Photographic Administration and Supply (C-400-2031). This course is designed to introduce photographic personnel to the administrative tool required to run an efficient photographic laboratory.

(2) Black-and-White and Color Quality Control (C-400-2032). This course is designed to train rated photographic personnel in the techniques of photographic process quality control in black-and-white and color, operation and operator maintenance of a variety of automatic roller transport film and paper processing machines.

(3) Illustrative Photography C-400-2033). This course is designed to train rated photographic personnel in the techniques of illustrative and corrective photography.

(4) Portrait Photography (C-400-2034). This course is designed to train rated photographic personnel in the techniques of portrait photography.

(5) Photojournalism (C-400-2035). This course is designed to train rated photographic personnel in the techniques of producing photographs for media release.

(6) Motion Picture/Aerial Photography (C-400-2036). This course is designed to train rated photographic personnel in the use of motion picture and aerial cameras for documentary, intelligence gathering, and information photography.

c. Video/Film Cameraman Course (C-400-2010) (Special). This course is designed to train photographers to accomplish the tasking of the video/film director, operate professional video and motion picture equipment, apply the principles of ENG/EFP and television studio productions, and obtain video and film coverage for use in production, i.e., training, documentary, public information, and combat. Completion of this course, 6 months experience in the fleet, and command recommendation qualifies the graduate for NEC 8143.

d. Camera Repair (C-670-2012)(Special). This course is designed to train NMPC selected personnel to perform organization, intermediate, and preventive maintenance on representative mechanical, electro-mechanical, and electronic photographic equipment and qualify them for the PH NEC 8192.

e. Photographic Equipment Maintenance (C-670-2016). This course is designed to provide fleet Photographer's Mates (E-3 and above) with basic skills required to install, operate, and maintain general photographic production equipment. Graduates will be trained in the concepts of mechanical, electrical, and electro-mechanical devices commonly found in shore and fleet photographic laboratories. Completion of this course qualifies the graduate for NEC 8191.

f. EH-38 Photographic Quality Control/Maintenance (C-150-0014). This course is designed to provide enlisted personnel with specialized training in the correct operating and maintenance procedures of the EH-38D film processor and related equipment. Personnel will also obtain the knowledge required to start and maintain a Quality Control Program for the EH-38D film processor.

g. Photo Processing/TARPS Officer (C-3A-0117). This course is designed to familiarize prospective photographic processing officers and imaging systems maintenance officers (Tactical Airborne Reconnaissance Pod System (TARPS) officers) with proper operations of the CVIC photographic section and with the proper operation of TARPS as an aid in performing their assigned duties.

10.3 Identifying Photographic Skills. Navy enlisted personnel who complete the various photographic training courses satisfactorily are assigned the applicable NEC number, as listed in NAVPERS 18068D, Manual of Naval Enlisted Classifications, Section II (NOTAL). Graduates of Photographic Class "A" course are assigned the striker designation "PH."

10.4 Special Training. Advanced, specialized AV training is available to qualified officer, enlisted, and civilian personnel. Enlisted personnel in ratings such as TD, IC, ET, and DS who are interested in working toward assignment to billets associated with the AV field will require specialized training. Review the Catalog of Navy Training Courses (CANTRAC), NAVEDTRA 10500, for appropriate courses of instruction which, upon completion, will allow the award of the desired NEC.

10.5 Specialized Advanced Training. In addition to the above skills training for the photographers rate, specialized training is provided at selected locations by contract. Currently, training is provided at Rochester Institute of Technology (Quality Control of Photographic Materials and Processing, Motion Picture Film Editor, Motion Picture Sound Engineer, Motion Picture Script Writer, Officer Cinematographer, and Photojournalism).

10.6 Submission of Application. Refer to guidance and procedures contained in reference (c).

APPENDIX A DEFINITIONS

1. **Adopted AV Production.** An AV production produced or commercially acquired by one Component or Federal agency that a DoD Component obtains for its internal use.

2. **Armament Delivery Recording.** Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

3. **Audio.** Relating to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

4. **Audiovisual (AV) Production.** An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the purpose of conveying information to, or communicating with, an audience. Includes IVD. (See "VI Production" for the definition of all other forms of production.)

5. **Cable Television System (CATV).** Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

6. **Closed Circuit Television (CCTV).** Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

7. **Combat Camera (COMCAM).** VI documentation covering air, sea and ground actions of armed forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games and operations (See "Video Documentation").

8. **Commercial Activity (CA).** An activity operated and managed by a DoD Component that provides to the Government products or services which are available from private commercial sources.

9. **Commercial VI Production.** A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.

10. **Computer Generated Graphics.** The production of graphics through an electronic medium based on a computer or computer techniques.

11. **Contract VI Production.** A VI production produced by a commercial producer under contract to the DoD.

12. **Customer Representative (CR).** The CR represents the requesting Component or Agency at the production activity; ensures that the script and production conform to Component or Agency policy and objectives; has approval authority over script and production at established milestones; works with the Component or Agency's Technical Advisor and the production activity's Project Officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

13. **Dedicated VI Activity.** A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

14. **Defense Automated Visual Information System (DAVIS).** A standard DoD-wide ADP system for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory, distribution,

product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.

15. **Direct Cost.** Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project: usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

16. **DoD Component.** An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

17. **Electronic News Gathering (ENG).** A form of electronic journalism. The application of a portable video system to record newsworthy events.

18. **End-Item (Equipment).** A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

19. **Executive Agent.** A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually.

20. **Film or Video Clip.** A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

21. **Graphic Arts.** Relates to the design, creation and preparation of two- and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications displays, presentations and exhibits prepared manually, by machine or by computer.

22. **Identifiable Additional Costs.** Costs incurred to support the customer that are above the suppliers normal operating costs.

23. **Indirect Costs.** An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

24. **Intelligence Report.** A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

25. **Interactive Videodisc System (IVD).** A visual medium for instructional delivery that employs the integration of videodisc or comp disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

26. **Interagency Support.** Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

27. **VI Inventory Control Point (VI ICP).** An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

28. Joint-Interest Production. A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

29. Joint Visual Information Services (JVIS). VI services operated and maintained by a DoD Component to support more than one DoD organization.

30. Mixed Media. A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

31. Motion Media. A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

32. Multimedia. A combination of more than one VI medium used in a single production.

33. Naval Imaging. The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks. This term includes the DoD term, "Visual Information."

34. Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

35. Operational Documentation (OPDOC). VI documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

36. Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

37. Performers. Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

38. Permanent VI Record Material. Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

39. Photojournalism (PJ). Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

40. Preprint Material. For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from "A" and "B" rolls or from an internegative. (The equivalent in video is the edited master.)

41. Production Costs. All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

42. Production Files. The textual records which pertain to each VI production.

43. Proprietary VI Production. A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

44. Ready Access File. A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

45. **Reproduction.** The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

46. **Semi-current Records.** Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

47. **Still Photography.** The medium used to record still imagery; includes negative and positive images.

48. **Technical Advisor (TA).** A component or agency representative having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. He is assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the Command Representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

49. **Technical Documentation (TECDOC).** VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research; development, test and evaluation; intelligence; investigations; and armament delivery.

50. **Technical Guidance.** Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

51. **Technical Report.** A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

52. **Video.** Electronic recording and playback of imagery.

53. **Video-teleconferencing.** Two-way electronic voice and video communication

between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

54. **Visual Information (VI).** Use of one or more of the various visual media with or without sound. VI includes still and motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

55. **VI Activity.** An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. expose and process original photography;
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;
- d. provide VI services;
- e. distribute or preserve VI products;
- f. prepare graphic artwork;
- g. fabricate VI aids, models, and displays;
- h. provide presentation services or manage any of these activities.

56. **VI Distribution.** The cataloging and distribution process of the central distribution activities and the loan operations of base VISC libraries.

57. **VI Documentation (VIDOC).** Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

58. **VI Equipment**

- a. **Production Equipment:** Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still,

duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts.

c. Support existing VI products such as distribution and records center operations.

d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

72. VI Support Center (VISC): The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for nonproduction documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

73. VI System. Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts.

c. Support existing VI products such as distribution and records center operations.

d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-conferencing, or other presentation systems.

72. VI Support Center (VISC): The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for nonproduction documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

73. VI System. Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

Enclosure (1)



REQUEST FOR AUDIOVISUAL SERVICES

REQUEST FOR AUDIOVISUAL SERVICES		SECURITY CLASS		BOARD APPROVAL (S/N WRN)	
3. REQUESTING ACTIVITY		4. NAME OF REQUESTER		5. UIC	6. PHONE NUMBER
DESCRIPTION OF AV SERVICES REQUIRED (Attach diagrams, sketches, scripts, etc.)				8. REQUESTED PRIORITY	9. DATE/TIME DUE
				10. The material requested is hereby certified as being official work and essential to mission accomplishment SIGNATURE OF AV COORDINATOR	
				DATE SIGNED	
11. COMPLETE THIS SECTION FOR PHOTOGRAPHER REQUESTS ONLY		PHOTOGRAPHER DATA: (Transportation, job date, time, location, contacts, special uniform requirements)			
NO. VIEWS REQ. NO. CY. EACH VIEW SIZE OF COPIES FINISH					
12. WORK TO BE ACCOMPLISHED <input type="checkbox"/> In House <input type="checkbox"/> Contract		13. IN HOUSE ROUTE TO <input type="checkbox"/> Photo Lab <input type="checkbox"/> Graphics <input type="checkbox"/> Video <input type="checkbox"/> Audio			
14. FUNCTION SUPPORTED (Check only one)		<input type="checkbox"/> Education Training <input type="checkbox"/> Public Info <input type="checkbox"/> Research Dev. & Test <input type="checkbox"/> Combat Readiness <input type="checkbox"/> Other (List) <input type="checkbox"/> Internal Info <input type="checkbox"/> Recruiting <input type="checkbox"/> In. Recon. Crim. Invest. <input type="checkbox"/> Medical Dental			
15. PHOTO LAB <input type="checkbox"/> Shooting <input type="checkbox"/> Aerial <input type="checkbox"/> Color Transparency <input type="checkbox"/> B/W Print <input type="checkbox"/> Other (List) <input type="checkbox"/> B/W Processing <input type="checkbox"/> Color Neg <input type="checkbox"/> Copy <input type="checkbox"/> Color Print					
NO. OF NEGS/POS	SIZE OF NEGS/POS	NO. OF COPIES	SIZE OF COPIES	TOTAL	REMARKS
MOTION PICTURE FILM (Footage)		Originated (1)		Duplicated (2)	
Processed (3)					
16. GRAPHICS					
ORIGINATION			DUPLICATION		
No. of Originals	Size of Originals	No. of Copies	No. of Originals	No. of Copies	Total Finished Size
17. VIDEO			18. AUDIO		
ORIGINATION		DUPLICATION		OTHER	
Minutes	Minutes	Minutes	Minutes	Minutes	
19. OTHER (Aids and Devices, Loan Services, Operator Support, etc.)					
20. SHIPPING ADDRESS (If Applicable)				21. QUALITY CONTROL CHECK BY	
22. REQUESTER NOTIFIED BY		NAME OF PERSON NOTIFIED		DATE	TIME
23. I HAVE RECEIVED THE ORIGINAL MATERIAL PROVIDED FOR REQUESTED SERVICES (If Applicable) SIGNATURE		PRINTED LAST NAME		DATE	TIME
24. I HAVE RECEIVED THE MATERIAL AS REQUESTED ABOVE SIGNATURE		PRINTED LAST NAME		DATE	TIME

REQUEST FOR AUDIOVISUAL SERVICES (Continued)

APR 11 1991

AV PRODUCT RECORDING AND GENERATION

(a) DATE	Work (b) Code	Func. (c) Code	(d) Name	(e) Pay Rate	WORK HOURS			(m) Labor Cost	(n) Material Expended	(j) Mat'l Cost	(k) Misc Cost
					(f) Mil	(g) Civ	(h) Mat'l				
GRAND TOTAL (COLUMNS) (f) (g) (h) (i) (k)											

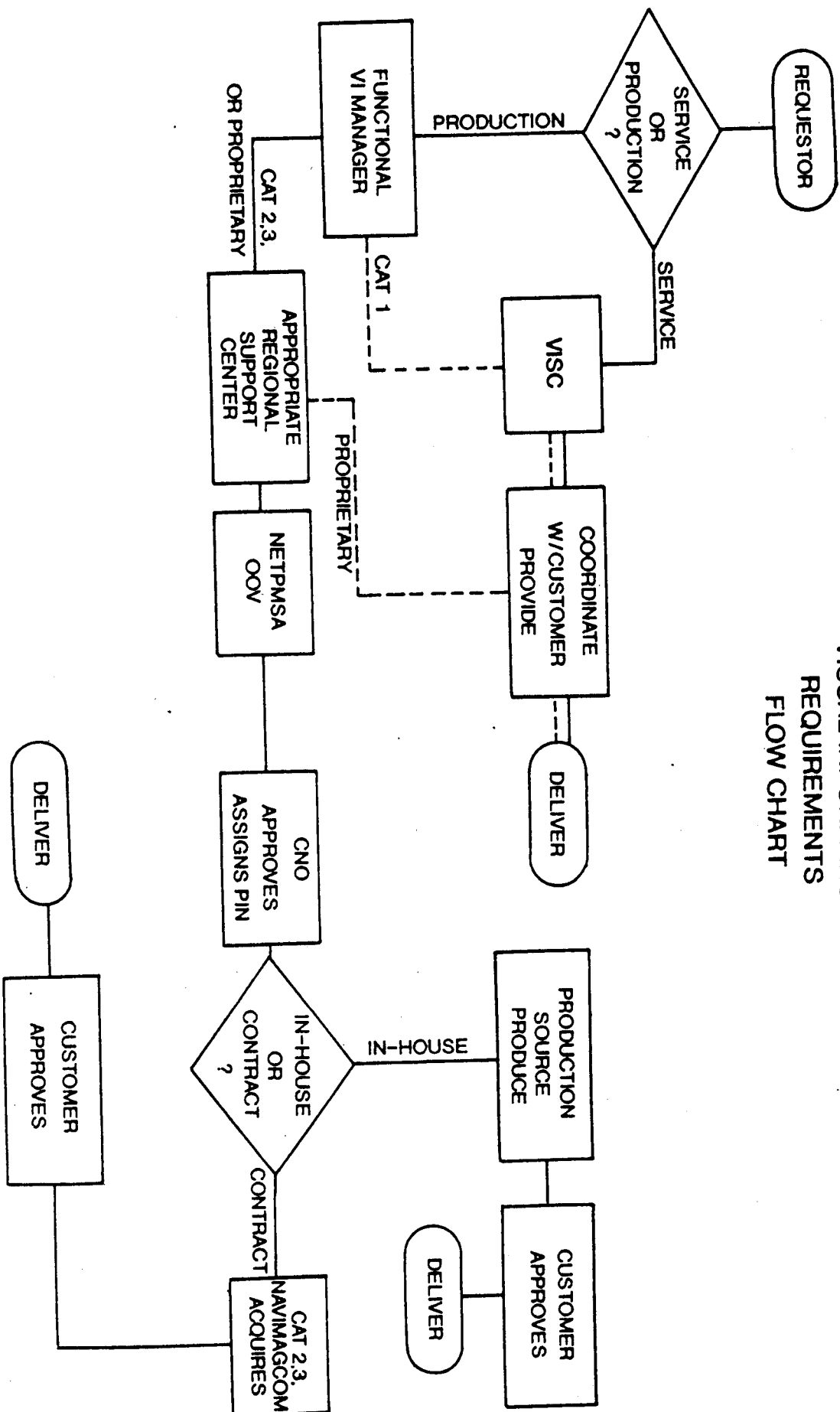
REMARKS (IF APPLICABLE)

PROCESSING/REPRODUCTION/DUPPLICATION

(a) DATE	Work (b) Code	Func. (c) Code	(d) Name	(e) Pay Rate	WORK HOURS			(m) Labor Cost	(n) Material Expended	(j) Mat'l Cost	(k) Misc Cost
					(f) Mil	(g) Civ	(h) Mat'l				
GRAND TOTAL (COLUMNS) (f) (g) (h) (i) (k)											

REMARKS (IF APPLICABLE)

VISUAL INFORMATION REQUIREMENTS FLOW CHART



PROPRIETARY = COMMERCIALLY PROCURED OFF-THE-SHELF

SECTION 4. ORIGINAL CUSTOMER REQUEST AND INITIAL INFORMATION (YI)

DATE OF REQUEST (YYMMDD)

DATE REQUIRED (YYMMDD)

OF REQUEST (X a., b., or c., and complete as applicable)

NEW OR REVISED PRODUCTION

(1) Script Attached (X one)

(2) Suggested Location

(3) Revision of PIN / PAN

☐ Yes ☐ No

(a) Script

(b) Photography

b. ADOPTION OF GOVERNMENT PRODUCTION

(1) Source (Name, Address, & Phone Number)

(2) Location of Master Materials

(3) PIN / PAN or Other Product Number

c. COMMERCIAL ACQUISITION (Existing off the shelf productions only)

(1) Vendor's Mailing Address & Phone Number

(2) Sole Source Justification Attached (X one)

(3) Copyright Release Attached (X one)

☐ Yes ☐ No

☐ Yes ☐ No

(4) Estimated Cost Per Copy

(5) Commercial Identification Number

\$

4. TITLE

5. SERIES TITLE AND PART IDENTIFICATION

6. PROPOSED SECURITY CLASSIFICATION (X one)

☐ a. Unclassified

☐ b. Confidential

☐ c. Secret

☐ d. Top Secret

7. PRODUCTION OBJECTIVE (X one)

a. Education and Training	b. Internal Information	c. Public Information	d. Recruiting	e. Research, Development, Test, and Evaluation	f. Intelligence, Reconnaissance, Criminal Investigation and Communications Security	g. Combat Readiness	h. Installation Support	i. Medical and Dental
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OBJECTIVE AND KEY POINTS

9. JUSTIFICATION

10. TARGET AUDIENCE

11. DISTRIBUTION PLAN

12. FUNDING

☐ a. Unfunded

☐ b. Funded; amount available \$

13. ESTIMATED YEAR OF OBSOLESCENCE

14. ESTIMATED RUNNING TIME

c. Program Element(s) (List)

REQUESTER

ED NAME (Last, First, MI)

b. RANK / GRADE

c. ORG. NAME OR SYMBOL

d. TITLE

e. PHONE NUMBERS (Autovon & Commercial)

SECTION B. VALIDATION BY FUNCTIONAL MANAGEMENT

1. ASSIGNED TECHNICAL ADVISOR

a TYPED NAME (Last, First, MI)	b RANK GRADE	c PHONE NUMBERS (Autovon & Commercial)
d ORGANIZATION NAME AND SYMBOL		

2. ASSIGNED CUSTOMER REPRESENTATIVE

a TYPED NAME (Last, First, MI)	b RANK GRADE	c PHONE NUMBERS (Autovon & Commercial)
d ORGANIZATION NAME AND SYMBOL		

3. CERTIFICATION. I certify that the requested VI production is authorized by regulation or directive or is necessary in conducting official business

a INSTALLATION

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

b MAJOR COMMAND

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

c COMPONENT HEADQUARTERS

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

d JOINT INTEREST REVIEW BOARD

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

SECTION C. APPROVAL BY VISUAL INFORMATION (VI) MANAGEMENT

1a. SUBJECT SEARCH NUMBER	2. SUBJECT SEARCH STATEMENT (X one)	3. DISTRIBUTION PLAN IS (X one)
b SUBJECT SEARCH PARAMETERS ATTACHED (X one) <input type="checkbox"/> Yes <input type="checkbox"/> No	a NO KNOWN COMMERCIAL PRODUCTION IS AVAILABLE	a APPROVED (Attached)
	b COMMERCIAL PRODUCTION(S) AVAILABLE	b MODIFIED (Attach)
	c EXEMPTION	

4. ESTIMATED COSTS

a. SCRIPT \$	b. PRODUCTION OR PURCHASE \$	c. REPRODUCTION \$	d. DISTRIBUTION \$	e. TOTAL \$
-----------------	---------------------------------	-----------------------	-----------------------	----------------

5a. FUNDING SOURCE

b AMOUNT
\$

6. ASSIGNED PRODUCTION NUMBER

a. PIN	b. PAN
--------	--------

7. ASSIGNED PRODUCTION ACTIVITY

8. APPROVAL AUTHORITY. I certify that the requested V production does not duplicate existing productions and represents the minimum expenditure of funds

a INSTALLATION

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

b MAJOR COMMAND

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

c COMPONENT HEADQUARTERS

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Co)
----------------------------------	---------------	----------------------------------

d JOINT INTEREST REVIEW GROUP

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

13. ESTIMATED YEAR OF OBSOLESCENCE. Enter the last 2 digits of the year that the production is estimated to become obsolete.

14. ESTIMATED RUNNING TIME. Enter the estimated length in minutes.

15. REQUESTER. Self-explanatory.

SECTION B. VALIDATION BY FUNCTIONAL MANAGEMENT

GENERAL. Validation of the requirement is the responsibility of functional management (subject matter expert) at all levels. In addition to evaluating the proposed message or objective of a production and its audience, the following factors also must be considered in the validation process:

Confirmation of legitimate need.

Organizational goals.

Essentiality and priority.

Requester's authority and mission.

Production and user costs.

Product life expectancy.

Frequency of use.

Audience size.

Production acquisition or procurement lead time.

Updating production requirements.

Method, level, and cost of distributing the resulting production copies.

Other support costs.

Compatibility with other planned or existing VI productions.

1. ASSIGNED TECHNICAL ADVISOR. Self-explanatory.

2. ASSIGNED CUSTOMER REPRESENTATIVE. Self-explanatory.

13. ESTIMATED YEAR OF OBSOLESCENCE. Enter the last 2 digits of the year that the production is estimated to become obsolete.

14. ESTIMATED RUNNING TIME. Enter the estimated length in minutes.

15. REQUESTER. Self-explanatory.

SECTION B. VALIDATION BY FUNCTIONAL MANAGEMENT

GENERAL. Validation of the requirement is the responsibility of functional management (subject matter expert) at all levels. In addition to evaluating the proposed message or objective of a production and its audience, the following factors also must be considered in the validation process:

Confirmation of legitimate need.

Organizational goals.

Essentiality and priority.

Requester's authority and mission.

Production and user costs.

Product life expectancy.

Frequency of use.

Audience size.

Production acquisition or procurement lead time.

Updating production requirements.

Method, level, and cost of distributing the resulting production copies.

Other support costs.

Compatibility with other planned or existing VI productions.

1. ASSIGNED TECHNICAL ADVISOR. Self-explanatory.

2. ASSIGNED CUSTOMER REPRESENTATIVE. Self-explanatory.

3. CERTIFICATION SIGNATURE. Refer to DoD Directive 5040.2 or implementing Directive for specific instructions on the required certification level.

SECTION C. APPROVAL BY VI MANAGEMENT

1.a. SUBJECT SEARCH NUMBER (SN). The SN consists of the DAVIS User Name of the person doing the search, followed by four digits representing the sequential number of the search (assigned by FY); the YY/MM/DD when the search was conducted; and a single letter "A" or "B" indicating the result of the search. An "A" indicates that no productions on the subject were found; a "B" indicates that one or more productions were found. Each part of the SN shall be separated by a hyphen, as in the following example:

<u>DAVIS USER NAME</u>		<u>SEQUENTIAL NUMBER</u>		<u>DATE</u>		<u>RESULT</u>
XXXXXX	-	0023	-	810910	-	A

1.b. SUBJECT SEARCH PARAMETERS. Use a DAVIS "Find" command to accomplish a subject search. The parameters (descriptors) for the search will be printed out by the computer.

2. SUBJECT SEARCH STATEMENT.

2.a. NO KNOWN COMMERCIAL PRODUCTION AVAILABLE. Enter an "X" if no productions are available.

2.b. COMMERICAL PRODUCTION(S) AVAILABLE. Enter the number of productions available.

2.c. EXEMPTION. List the applicable document number and paragraph granting an exemption from conducting a subject search.

3. DISTRIBUTION PLAN. Enter an "X" in the applicable box and attach a copy of the plan to include complete mailing addresses.

4. ESTIMATED COSTS. Self-explanatory.

5.a. FUNDING SOURCE. Enter the full name of the funding organization.

5.b. AMOUNT. Self-explanatory.

6. ASSIGNED PRODUCTION NUMBER.

6.a. PIN. Enter assigned PIN.

6.b. PAN. Enter assigned PAN.

7. ASSIGNED PRODUCTION ACTIVITY. Enter the DVIAN and mailing address of the assigned production activity.

8. APPROVAL AUTHORITY. Refer to DoD Directive 5040.2 or implementing Directive for specific instructions on the required approval level.

(Maximum 50 words)

***9. TARGET AUDIENCE**

(Maximum 50 words)

10. MILESTONE DATES (YYMMDD)

c. PRODUCTION APPROVAL DATE		b. DATE DAVIS UPDATED	
d. DATE PRODUCT PURCHASED		* (1) DAVIS User Name	
d. PRODUCTION PHASE DATES		e. CATALOG ENTRY DATE	
(1) Script Initiation Date		f. REVALIDATION DATE	
(2) Script Approval Date		g. PRODUCTION STATUS (X one)	
(3) Production Initiation Date		* (1) Proposed	
(4) Production Completion Date		* (2) Completed	
(5) Reproduction Completion Date		(3) Cancelled	
(6) Distribution Date			

11. ACQUISITION SOURCE (X one)

a. CO/CO CONTRACT PRODUCED	b. GO/CO CONTRACT PRODUCED
c. GOVERNMENT PRODUCED	d. GOVERNMENT OR DOD ADOPTED
e. COMMERCIAL OFF-THE-SHELF PURCHASE	f. COMMERCIAL ADOPTED

12. PRIMARY CONTACTS***a. ASSIGNED PRODUCTION ACTIVITY**

- (1) Organization and Office Symbol
- (2) Telephone Numbers (Autovon) (Commercial)
- (3) DVIAN

***b. CONTRACTING OFFICE**

- (1) Organization and Office Symbol
- (2) Telephone Numbers (Autovon) (Commercial)

***c. COMMERCIAL SOURCE**

- (1) Vendor's Name

Vendor's Mailing Address

- (3) Vendor's Telephone Number ()

VISUAL INFORMATION (VI) PRODUCTION REPORT (Continued)

13. RECORDS CENTER AND DISTRIBUTION ACTIVITY CONTACTS

a. LOCATION OF ORIGINAL OR MASTER MATERIAL

(1) Organization and Office Symbol

(2) Telephone Numbers (Autovon)

(Commercial)

(3) DVIAN

b. DISTRIBUTION ACTIVITY

(1) Organization and Office Symbol

(2) Telephone Numbers (Autovon)

(Commercial)

(3) Autobook Yes

(4) DVIAN

14. REPRODUCTION RIGHTS (X one)

a. Government Only

b. DOD Only

c. No Reproduction Rights

15. STATUS

a. Current

b. Historical

c. Obsolete

d. Review Date (YYMMDD)

e. OBSOLESCENCE REVIEWER (Functional manager responsible for content)

(1) Organization and Office Symbol

(2) Mailing Address

(3) Telephone Numbers (Autovon)

(Commercial)

16. REMARKS

a. ADMINISTRATIVE REMARKS (Non-catalog)

b. CATALOG REMARKS (Maximum 50 words)

c. SUBJECT SEARCH

* (1) Search Number

* (2) Requester (Name, Organization and Phone Number)

* (3) Conducted By (Name, Organization and Phone Number)

* (4) Validator (Name, Organization and Phone Number)

* (5) Approval (Name, Organization and Phone Number)

17. DIRECT COSTS

IN-HOUSE	COSTS	CONTRACT	COSTS
a. Script		e. Script	
		f. Production / Purchase	
b. Production		g. Reproduction and Distribution	
		h. Contract Total	
c. Reproduction and Distribution		i. Contract Administrative Costs	
d. TOTAL		j. GRAND TOTAL	

INSTRUCTIONS FOR COMPLETION OF DD FORM 1995-2

Indicate at the top of the form if this is a new DD Form 1995-2 or an update of a previously approved DD Form 1995-2. Include the date of update on updated records only and fill in fields 1. and 2. and those fields that are being changed or being added for entry into the DAVIS.

GENERAL

*The asterisk before fields 1.a., 1.b., 1.e., 2.a., 5.a. or 5.b. or 5.c., 6.a., 6.b., 7., 8., 9., 10.a., 10.b., 10.g.(1) or 10.g.(2), 12.a. or 12.b. or 12.c. and 16.c.(1) through 16.c.(5) indicate mandatory fields that are required to be completed and entered into the DAVIS when making an initial entry. Failure to complete the mandatory entries will place the record in the hold file.

All date entries shall be entered as YY/MM/DD with slashes (such as 85/07/26).

1.a. PIN. Enter the assigned Production Identification Number (PIN). The PIN shall remain the same during the life cycle of the production.

1.b. ORIGINAL COMPONENT DIGRAPH. Enter the two-character code that identifies the DoD Component that originated and assigned the PIN (see list below.)

DA - Department of the Army
DB - Defense Mapping Agency
DD - Office of the Secretary of Defense
DE - Defense Advanced Research Projects Agency
DF - Department of the Air Force
DG - National Security Agency
DH - Defense Nuclear Agency
DJ - Joint Chiefs of Staff
(including the Joint Staff, Unified and Specified Commands)
DK - Defense Communications Agency
DL - Defense Intelligence Agency
DM - United States Marine Corps

DN - Department of the Navy
DR - Defense Contract Audit Agency
DS - Defense Logistics Agency
DT - Defense Security Assistance Agency
DU - Defense Audit Service
DV - Defense Investigative Service
DW - Uniformed Services University of the Health Sciences
DZ - Department of Defense Dependents Schools

1.c. PAN. Enter the assigned Category 1 Production Approval Number (PAN). The PAN consists of the DVIAN of the production

approving activity, the last two digits of the FY in which the production is approved, and a sequential number beginning with (0001) at the start of each FY. Each set of characters shall be separated by a hyphen (such as M4017-84-0053).

1.d. INTERNAL CONTROL NUMBER. Enter the DoD Component unique control number (such as the internal release number) if required by the originating DoD Component. Do not repeat the PIN.

1.e. REPORTING AGENCY DIGRAPH. Enter your digraph only if you are adopting another DoD Component's completed production. The following fields are permanent data and shall not be changed by the adopting agency: 1.a., 1.b., 2.a., 2.b., 3., 4., 5.a., 5.b., 5.c., 5.d., 7., 10.a., 10.d.(2), 10.d.(4), 10.f., 12., 13.a., 14., 17.a. through 17.j.

2.a. TITLE. If a title begins with "a", "an", or "the", the article shall be preceeded by a comma, and placed at the end of the title. The title shall not contain any information that will cause the entry to be classified.

2.b. SERIES TITLE AND PART IDENTIFICATION. Enter the series title, if applicable, and the number of this part (such as "War in Europe - Part 4").

3. CLASSIFICATION. ("X" one)

3.a. SECURITY CLASSIFICATION. Self-explanatory.

3.b. CLASSIFIED BY. Self-explanatory.

3.c. DECLASSIFY ON/OADR. Enter the specific date for declassification or "Originating Agency's Determination Required" (OADR).

3.d. DOWNGRADE TO. Enter new classification or the result of downgrading and specific date, for example "Downgrade to CONFIDENTIAL on 85/07/26."

3.e. ADDITIONAL WARNING NOTICES. May be required for some classified productions, such as FOUO, CNWLI, SECRET RESTRICTED DATA, and FORMERLY SECRET RESTRICTED DATA.

4. PUBLIC CLEARANCE STATUS.

4.a. LEGAL RESTRICTIONS TO SALE. No data required.

4.b. NO LEGAL RESTRICTION TO SALE. No data required.

5.j. CUMULATIVE NUMBER OF COPIES. Enter total number of copies distributed in the primary, secondary, and third distribution media.

6. SUBJECT INDEX. Entries for this field may be obtained by searching Data Base 207 of the DAVIS for group codes and search descriptors. Word changes to descriptors are not authorized. For any one production, do not list a field group code more than once. However, more than one descriptor may be listed under a field or group code.

7. SYNOPSIS. Use specific descriptive and substantive words or phrases in describing the thrust of the production. Use the five (5) "W's" of journalism, "who", "what", "where", "when", and "why" to write the synopsis. The synopsis of a classified production shall not contain any information that will cause the synopsis to be classified.

8. COMMUNICATION OBJECTIVE. Enter the key teaching and information objectives and what the viewer is expected to learn or do, after viewing the production.

9. TARGET AUDIENCE. Enter the intended audience, such as journalists, aviators, armor, medical personnel, middle management, senior officers in the infantry, or academy students. Specify the military job specialty codes or civilian career series. Include courses or program titles and number, if applicable. If the production is intended for public release or is to be limited to a specific audience, so state. Some occupations will not relate to a specific career field and must be defined clearly.

10. MILESTONE DATES. (YY/MM/DD)

10.a. PRODUCTION APPROVAL DATE. Enter the actual production approval date of the highest approval level by VI management.

10.b. DATE DAVIS UPDATED. Enter input date.

10.b.(1) DAVIS USER NAME. Enter the authorized user name assigned by the DoD Component VI manager that is used to gain access to the DAVIS.

10.c. DATE PRODUCT PURCHASED. Self-explanatory.

10.d.(1) SCRIPT INITIATION DATE. No data required.

5.j. CUMULATIVE NUMBER OF COPIES. Enter total number of copies distributed in the primary, secondary, and third distribution media.

6. SUBJECT INDEX. Entries for this field may be obtained by searching Data Base 207 of the DAVIS for group codes and search descriptors. Word changes to descriptors are not authorized. For any one production, do not list a field group code more than once. However, more than one descriptor may be listed under a field or group code.

7. SYNOPSIS. Use specific descriptive and substantive words or phrases in describing the thrust of the production. Use the five (5) "W's" of journalism, "who", "what", "where", "when", and "why" to write the synopsis. The synopsis of a classified production shall not contain any information that will cause the synopsis to be classified.

8. COMMUNICATION OBJECTIVE. Enter the key teaching and information objectives and what the viewer is expected to learn or do, after viewing the production.

9. TARGET AUDIENCE. Enter the intended audience, such as journalists, aviators, armor, medical personnel, middle management, senior officers in the infantry, or academy students. Specify the military job specialty codes or civilian career series. Include courses or program titles and number, if applicable. If the production is intended for public release or is to be limited to a specific audience, so state. Some occupations will not relate to a specific career field and must be defined clearly.

10. MILESTONE DATES. (YY/MM/DD)

10.a. PRODUCTION APPROVAL DATE. Enter the actual production approval date of the highest approval level by VI management.

10.b. DATE DAVIS UPDATED. Enter input date.

10.b.(1) DAVIS USER NAME. Enter the authorized user name assigned by the DoD Component VI manager that is used to gain access to the DAVIS.

10.c. DATE PRODUCT PURCHASED. Self-explanatory.

10.d.(1) SCRIPT INITIATION DATE. No data required.

10.d.(2) SCRIPT APPROVAL DATE. Enter the actual script approval date.

10.d.(3) PRODUCTION INITIATION DATE. No data required.

10.d.(4) PRODUCTION COMPLETION DATE. Enter the date the production is approved for reproduction. If this is an off-the-shelf production, enter the original production date found in the commercial source brochure.

10.d.(5) REPRODUCTION COMPLETION DATE. No data required.

10.d.(6) DISTRIBUTION DATE. Enter actual date that all copies made for distribution are ready for shipment.

10.e. CATALOG ENTRY DATE. This field is reserved for catalog entries and DAVIS entries shall be made by only the distribution activities.

10.f. REVALIDATION DATE. Enter the date written revalidation is received by the production activity.

10.g. PRODUCTION STATUS.

10.g.(1) PROPOSED. Self-explanatory.

10.g.(2) COMPLETED. Self-explanatory.

10.g.(3) CANCELLED. "X" this box if the production has to be canceled before the distribution phase. If funds have been expended on this production, such as script completion or footage shot, enter the costs in field 17.

11. ACQUISITION SOURCE. ("X" one)

11.a. CO/CO CONTRACT PRODUCED. "X" this block if the production house is a contract facility (commercially owned and commercially operated).

11.b. GO/CO CONTRACT PRODUCED. "X" this box if the production facility is owned by the U.S. Government and is operated by a commercial contractor.

11.c. GOVERNMENT PRODUCED. "X" this box if the production is managed and produced by Federal employees.

11.d. GOVERNMENT OR DOD ADOPTED. Self-explanatory.

- 11.e. COMMERCIAL OFF-THE-SHELF PURCHASE. No data required.
- 11.f. COMMERCIALLY ADOPTED. Self-explanatory.
12. PRIMARY CONTACTS.
- 12.a. ASSIGNED PRODUCTION ACTIVITY. Self-explanatory.
- 12.b. CONTRACTING OFFICE. Self-explanatory.
- 12.c. COMMERCIAL SOURCE. Enter the vendor's name in all cases when a production originally is produced by a commercial firm.
13. RECORDS CENTER AND DISTRIBUTION ACTIVITY CONTACTS.
- 13.a. LOCATION OF ORIGINAL OR MASTER MATERIAL. Self-explanatory.
- 13.b.(1) and (2) DISTRIBUTION ACTIVITY. Self-explanatory.
- 13.b.(3) AUTOBOOK. Entries are to be made only by the Air Force.
- 13.b.(4) DVIAN. Self-explanatory.
14. REPRODUCTION RIGHTS.
- 14.a. GOVERNMENT ONLY. Entry in this field is made only after legal review determination.
- 14.b. DOD ONLY. Entry in this field is made only after legal review determination.
- 14.c. NO REPRODUCTION RIGHTS. Entry in this field means that no legal review has occurred or if legal review determines that Department of Defense has no reproduction rights.
15. CURRENCY STATUS. Entries shall be made by the assigned distribution activity.
- 15.a. CURRENT. Enter an "X" if the production is current. Enter the date of the last review in field 15.d.
- 15.b. HISTORICAL and 15.c. OBSOLETE. Enter an "X" when productions are declared historical or obsolete. Enter the date declared historical or obsolete in field 15.d.
- 15.d. REVIEW DATE. Enter the date of last review or date declared historical or obsolete.

APPENDIX G

JUSTIFICATION REQUIREMENTS FOR PROCUREMENT OF VISUAL INFORMATION EQUIPMENT

1. Provide the following information:

- a. Nomenclature
- b. Manufacturer
- c. Model designator/number
- d. Video only--Format (2", 1", 3/4", 1/2" VHS or BETA, 1/4")
- e. Country of origin
- f. Unit cost and source of price information
- g. Quantity requested
- h. Estimated annual usage in hours
- i. Procurement source (if on GSA contract, include number)

2. Identify each item as one of the following:

- a. Replacement item for existing similar equipment (justify why replacement is necessary and identify item being replaced by nomenclature and serial number)
- b. Expansion item similar in design/function to existing equipment (justify when expansion is necessary or complete Appendix H as necessary)
- c. New item of equipment (identify new tasking/function/mission necessitating this requirement or complete Appendix I as necessary)
- d. Supports Military Construction Project Number: _____

3. Provide the following justification statements:

- a. Purpose/mission area to be supported by equipment
- b. Impact that denial would have on command's mission
- c. Why existing equipment or standard stock item cannot meet the requirement

4. Verify the following certification statements:

- a. The required services and equipment are not available from a BVISA, DVISA, or any other DOD or Federal Agency.
- b. Equipment is for local use only.

c. Products or productions will not be produced or reproduced unless previously authorized.

d. Copyrighted productions will not be reproduced.

e. Appropriate funds are available within the requestor's MCVIMD for purchase, installation, operation, and maintenance of equipment.

f. Equipment can be operated/maintained within current personnel assets.

g. Adequate justification exists to exempt any foreign-made item from Federal Acquisition Regulation (FAR) Subpart 25.1 (Buy American Act).

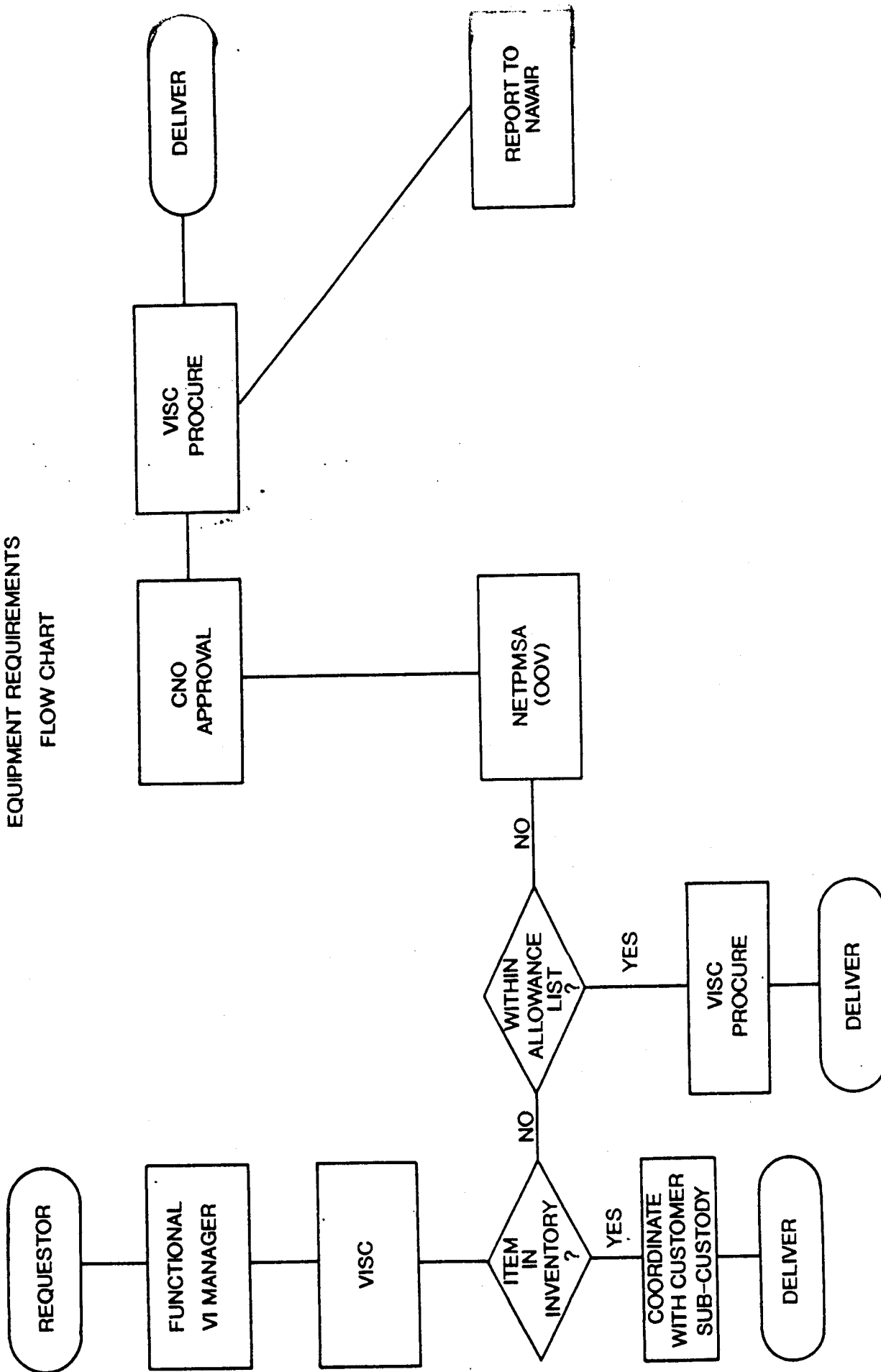
5. Command UIC # _____

6. DVIAN # _____

7. VI Manager or VI Coordinator _____

8. AUTOVON # _____ COMMERCIAL # _____

VISUAL INFORMATION
EQUIPMENT REQUIREMENTS
FLOW CHART



NAVY VISUAL INFORMATION ACTIVITY AUTHORIZATION/REQUEST

1. COMMAND/ACTIVITY TITLE/ADDRESS										3. UIC CODE
1a. TITLE OF OFFICIAL IN COMMAND										5. COMMERCIAL TELEPHONE NO.
1b. ACTIVITY TITLE										7. AUTOVON TELEPHONE NO.
1c. ADDRESS										9. ACTIVITY TYPE
1d. CITY (Or FPO)										11. ZIP CODE
10. LOCATION (City or homeport and country for activities with an FPO address)										12. METHOD OF OPERATION
11. PROGRAM ELEMENT CODES:										a. GOVERNMENT OWNED/GOVERNMENT OPERATED (GOGO)
12. LOCATION (City or homeport and country for activities with an FPO address)										b. GOVERNMENT OWNED/CONTRACTOR OPERATED (GOCO)
13. FUNCTIONS - PLACE "X" IN APPROPRIATE AUTHORIZED DATE BOX WHEN REQUESTING CAPABILITY										c. CONTRACTOR OWNED/CONTRACTOR OPERATED (COCO)
14. FUNCTIONS - PLACE "X" IN APPROPRIATE AUTHORIZED DATE BOX WHEN REQUESTING CAPABILITY										AUTHORIZED DATE
a. VI SUPPORT CENTER (see block 16 for specific functions)										h. BROADCASTING
b. VI PRODUCTION (CATEGORY 1)										i. VIDEO TELECONFERENCING
c. VI PRODUCTION (CATEGORY 1 & 2)										j. MEDIA DISTRIBUTION
d. VI PRODUCTION (CATEGORY 1, 2, & 3)										k. VI TRAINING
e. VIRECORDS CENTERS										l. VI MANAGEMENT
f. COMBAT CAMERA										
g. TECHNICAL DOCUMENTATION										
14. BILLETS AUTHORIZED TO PERFORM REQUIRED VI FUNCTIONS: (Attach manpower documents)										CIVILIAN
15. DETACHMENTS (Attach separate sheets of paper if more space is required)										ENLISTED
a. UIC										OFFICER
b. LOCATION (City and state/country)										
16. REMARKS: VI SUPPORT FUNCTIONS AUTHORIZED/REQUESTED:										
17. TARGET DATE FOR START-UP:										
18. APPROVAL: REQUESTING ACTIVITY										
DATE: _____										DATE: _____
VI Manager (Echelon II): _____										DATE: _____
OP-098G: _____										DATE: _____
ASSISTANT FOR VISUAL INFORMATION										

NAVAL IMAGING ACTIVITY AUTHORIZATION/REQUEST INSTRUCTIONS

GENERAL INSTRUCTIONS

- Use this form to support requests to establish, consolidate or modify a VI/AV capability.
- Refer to OPNAVINST 5290.1 series for background information and definitions.
- Forward via the appropriate chain of command through your Echelon II VIMO to OP-09BG. Attach a copy of your command's current or proposed mission and function statement that shows need for visual information support and places functional responsibility. If this action is to establish a new activity or function, list all commands that operate a similar VI production or service function in your geographic area and attach an official statement from each that indicates their inability to provide the VI support that you are requesting.
- Attach a list of each item of VI equipment not currently held by your command that is required to establish any requested VI capabilities. Identify each end-item by FSC, model number, manufacturer (only if non-standard), nomenclature, quantity and estimated procurement cost.

INSTRUCTIONS FOR SPECIFIC QUESTIONS

6. PURPOSE. When consolidating VI activities, mark establish, and complete this questionnaire for the primary activity remaining. List in Block 16 DVIAN numbers to be eliminated.
8. CA REVIEW. If a commercial activities review has been completed, attach a copy of the results. If not, provide a rationale for exclusion or non-compliance. (refer to OPNAVINST 4860.7 series for further guidance)
11. PROGRAM ELEMENT CODES. Enter the appropriate Program Element and Activity Group/Sub-Activity Group codes for funds budgeted to and dedicated for Visual Information. Verify this data with the command or activity Comptroller.
13. TYPES OF VI ACTIVITY FUNCTIONS

- a. VI Support Center. (VISC). Provides V support services to all organizations on a installation or within a defined geographic area. May include still photography (SP), Motion Media Documentation (MMD), Graphic Arts (GA), VI Library Services (LI), Presentation Services (PS), VI Organizational Maintenance (EQM), VI Intermediate/Depot Level Maintenance (EQR). List requested VISC functions in Block 16.
- b. VI Production. Provides production, reproduction, and distribution of Category 1 VI Productions.
- c. VI Production. Provides services of Type B activity plus production and reproduction of Category 2 VI Productions.
- d. VI Production. Provides services of Type B and C activities plus production and reproduction of Category 3 VI Productions.
- e. VI Records Centers. Central Control and Storage Facility for VI products.
- f. Combat Camera. COMCAM covering air, sea, and ground actions of combat, combat support operations, and related peacetime training activities.
- g. Technical Documentation. COMCAM of actual events for evaluation. Includes medical and intelligence documentation, optic instrumentation, and armament recording.
- h. Broadcasting. Includes cable, community antenna, closed-circuit, and other radio and television broadcast services.
- i. Videoteleconferencing. Use of electronic media for audio and visual interaction between two or more locations.
- j. Media Distribution. Central VI product distribution.
- k. VI Training. Formal VI training for DoD personnel.
- l. VI Management. Provides VI staff functions and management of VI activities.
14. BILLETS AUTHORIZED TO PERFORM REQUIRED VI FUNCTIONS. Attach a copy of the documents authorizing appropriate military and/or